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JANUARY 1986 Vol. 8 No.1

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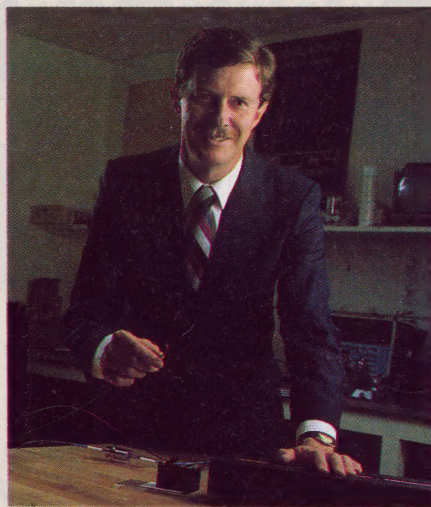
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COVER STORY

Entrepreneurs: the owners and operators of small business enterprises may be the solution to the Atlantic region's economic inertia. Women too, overcoming discrimination, are part of the steady growth. On our cover is Graham Smith, manager of business operations, Focal Marine Ltd., Bedford, N.S.

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COVER PHOTOGRAPHY BY STUDIO STILL LIFE



INTERNATIONAL

Fish from Atlantic Canadian waters find their way to Japan's markets — and to its tables in forms unrecognizable to us. Food there is art and its preparation provides street theatre. Canada has to find out how to stay in the act.

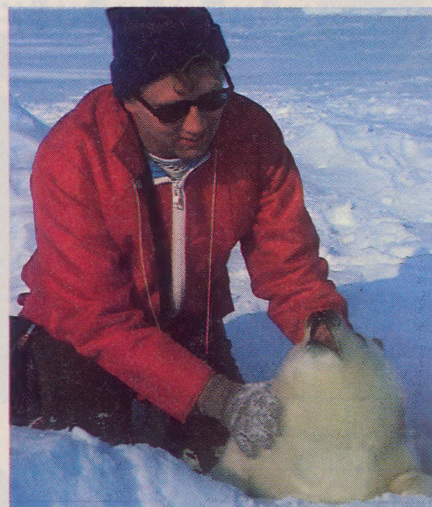
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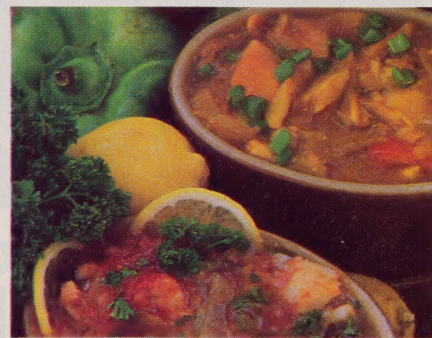
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TOURISM

Seal tourism is bringing people by ship and helicopter, armed with cameras rather than clubs to the ice fields of the Gulf of professor, Eugene Lewis, operating out of P.E.I., expects the enterprise to bring in a half million dollars this year. And that's just the beginning.

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FOOD

Newfoundland salt cod: the old staple is a gourmet food in certain international circles where innovative recipes of Mediterranean flavor prevail. But the dried cod requires gentle handling to retain its subtle taste and texture.

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PUBLISHER'S LETTER

Discoveries close to home

A few weeks ago a couple of hundred teachers and scholars gathered in Fredericton to talk about Atlantic Canada. It was a two day event with some 50 academics taking their turn at the lectern. No one said so out loud, but I'm sure that few of us relished the idea of sitting through this marathon.

How wrong we were. What we heard, first-hand, was a summary of what scholars are discovering about Atlantic Canada. The East Coast has a distinguished tradition of universities, but until quite recently their scholars devoted their attention to the rest of the world.

The academics of Atlantic Canada still have wide-ranging research and teaching interests. What is new is that in the last ten or 15 years, a growing number in every field — from literature to history, from economics to folklore — have found topics worthy of research close to home.

What we heard at that conference was an update on research, almost all of it recent, in a wide variety of areas. For instance:

- The myth of the "golden age." Historians have been exploring what happened to the Maritimes after 1867. They have set aside the popular view that the Maritimes lost their impressive industrial strength because of a failure to adapt from wood and sail to steam and steel. The causes they identify come from outside the region, not inside — and many arise from specific actions by the federal government in the 1910s and 1920s.
- The media and our cultural traditions. Have the mass media undermined the authentic popular culture of the region — for instance in music, where Nashville seems to have shoved our folk music aside? Not so, reports folklorist Neil Rosenberg, who has found that performers and song writers combine what appeals to them from commercial country music with their own musical traditions, yielding a unique living popular music culture.
- The source of inspiration for our finest literature. UNB French literature professor Robert Whalen points to the way that much of the best work by recent Acadian writers (for instance Antonine Maillet in her impressive book *La Sagouine*) reflects a firm grounding in Acadian social and cultural traditions.

The most challenging idea came from two scholars working in different areas. UNB history professor Bill Acheson argued that the single most important fact of our political history in the last 40 years

has been the dramatic growth in the influence of the federal government in the region and the growing dependence of our governments and population on federal subsidies and transfer payments.

In another session, Dalhousie social work professor Rick Williams suggested that Atlantic Canada may be becoming an internal colony of central Canada. We're used to thinking of colonies as external to a mother country. But what, asks Williams, is the most appropriate term to capture the present-day relationship between the Atlantic Provinces and Ottawa?

Have we become colonial dependencies of central Canada? What are the effects of that key fact pointed to by Bill Acheson? I'm not sure what I think about these ideas, but I do know that we need to understand much more clearly where we fit within Canada, and why more than 20 years of programs to reduce regional disparities appear to have had so little success in changing our status as the "have-not" region in Confederation.

The conference made clear that we are well into a major period of discovery of our history, our culture, our traditions, and social fabric. The work by the scholars is underway. The Fredericton conference was an early experiment at spreading the word out from the academic community to the larger world of Maritimers and Newfoundlanders curious and interested to know more about themselves and their heritage.

What did the people who bumped into this new world think of it all? At a table of New Brunswick teachers the evening of the second day, everyone was enthusiastic, interested, intrigued by the people they had heard and their ideas. "This is all new to me, and I'm a lifelong Maritimer," said the teacher I was sitting beside. "I was fascinated." I concluded that we're ready to hear more about ourselves from the scholars who have decided that Atlantic Canada studies are a worthy and legitimate subject for research and discovery.

James Lorimer

— James Lorimer

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FEEDBACK

Yet another hockey star

May I congratulate you on the colorful cover of the October issue. May I also congratulate Pat Connolly on his well researched and very interesting cover story *Atlantic Canadians in the NHL*. Although I follow hockey reasonably closely I did not realize there were as many players. But, and there always seems to be a "but", when in the fifth paragraph he mentions the "trail blazers" there is an amazing omission. The name of course is Bill Miller. William "Bill" Miller from Campbellton, N.B. had an outstanding career in hockey through high school, college and senior ranks. He joined the Moncton Hawks in the early 30s. This team won the Allan Cup in successive years at a time when the Allan Cup still meant something. The next season he joined the Montreal Maroons and they won the Stanley Cup. Following the demise of the Maroons he played with the Canadiens for a couple of years. A bit of hockey trivia. Name a hockey player who scored a "hat trick" in the first game of his rookie season? Answer: Bill Miller. As a surgical resident in the General Hospital it was part of my duties to sit right behind the net at the Ste. Catherine St. end. The Maroons were playing St. Louis, it was Bill's first game and I had the excitement and pleasure of watching Bill score three times.

J.H. Melville (Mel) Rice, M.D.
Campbellton, N.B.

Tears at the N.S. border

As a displaced Maritimer who has lived in 'Upper Canada' for most of my adult life, but who 'goes home' every summer to our family enclave at Melmerby Beach outside New Glasgow, N.S., I can't tell you how much enjoyment my family receives from your magazine. My copies are passed to other family members living in Ottawa and I have finally decided that the time has come to arrange for their own subscriptions! My great-grandfather, James Cumming, was the owner of Maritime Tool and Die Company in New Glasgow, which later became Maritime Steel (in partnership with the Cameron family). My dad, Bob Condon, whose family was also from New Glasgow, was a United Church minister and recently passed away. Dad's brother, George Condon, had an orchestra/band and travelled Nova Scotia. Who else but a Nova Scotian can cross the border at Amherst yearly and still cry? If the piper's playing at the time, it's a deluge! Have you ever noticed when meeting Maritimers who live elsewhere in Canada, that they are always "going home" — and that no matter how many years of their lives that have been lived away, home is always where their hearts are, the Maritimes? Keep up

the good work — you truly are a pipeline for we "salty" Upper Canadians who in our minds and hearts are always "going home!"

Mrs. Diane Williams
Ottawa

Behind every man . . .

Your article on the one-man police force in Port Elgin, N.B. (Oct. '85) should have read "one-man, one-woman." It was obvious from the facts as presented that it was not until James Broughm's wife, Susan, withdrew her unpaid services as the town's police dispatcher, that the service really fell apart. To me, the story is there. How many other women are the unpaid and unrecognized back-up for their husband's ventures?

Sandy Greenberg
Halifax

Book Supplement timely

Please renew my subscription to your magazine for another year and let me tell you how much we are enjoying it, with its coverage of political figures in the news — this time Hatfield, colorful personality (Nov. '85), Maritime industries and their own special problems which we westerners don't always appreciate as we're not generally well-informed about all that's involved, and articles about your own Maritime arts and crafts and food, with special recipes peculiar to the different regions. Then, this time, one of your special supplements, *Atlantic Books for Christmas* was enclosed which we found both timely and welcome. But there's one topic many of your readers might find interesting and that is news from your different universities, which I believe are some of the oldest in Canada. My husband came from New Brunswick, my daughter attended Dalhousie University and ten grand-daughters Mount Allison University.

Gertrude Gosnell
Iroquois Falls, Ont.

William E. Schwartz replies

Don McLeod's article on the Schwartz organization in the November issue, *Why the House of Schwartz came down*, does not shed much light on the Schwartz Inc. sale. It is simply not true to say that the proceeds from the sale of our firm in the United Kingdom were lost in bad investments. Schwartz has made no investments of any significance since the sale. The funds from this sale were retained within the company and proved to be important in keeping Schwartz financially strong during the early 1980s. It is also wrong

to indicate, as one "insider" apparently did, that Schwartz sold its United Kingdom interests "for no more than half what it was worth." I felt then, and still do, that we received a good and fair price for our British company. One thing the article got right is the increasing problem many small suppliers have in the struggle for supermarket shelf space. This has been a difficulty for our organization over the past several years but nevertheless, it was not the most important factor in the sale of Schwartz in 1985. With over 70 per cent of our sales in central Canada and increasing transportation and distribution costs, it was obvious that our organization had to be headquartered closer to our markets — as were our major competitors. While recognizing this, I was personally unwilling to move away from Nova Scotia where I have lived all my life and where my family has roots dating back over 185 years. In the Dalton organization, we found a Canadian buyer for Schwartz which was an excellent fit for our organization. I truly regret that the result is that Schwartz Inc. has left Nova Scotia, but that was inevitable anyway, given today's economics.

W.E. Schwartz
Halifax

Fired from Schwartz

I want to commend you for your insight into the story of the demise of Schwartz Inc. (Nov. '85). Some of us struggled for a long time and gave "the best years of our lives" trying to make the dream stay alive. On one point I would appreciate the record be clarified. I was fired. The reason why is important. As a director and shareholder at that time I was advised of two major decisions which I felt, in all conscience, would be disastrous for the company: the decision to move the head office to Montreal; the decision to downplay the development of the export business. As your article pointed out, both these decisions were subsequently reversed. The record speaks for itself.

Roger A. Bureau
Halifax

Authenticity of Anne

I read with grave consternation James Lorimer's scathing assessment of our current television production of *Anne of Green Gables* (Anne of Scarborough, Ont. Aug. '85) in which he claims that the production was not shot on P.E.I., and that our production "misses the authenticity of the book's portrayal of people and place." I do not know from whence he gathered his information but I would like to suggest that he ought to have verified his sources a little more carefully

rather than misconstrue information in order to criticize a film of which he knows nothing about. *Anne of Green Gables* was shot on location in P.E.I. during a period in late July '85 in every conceivable location that we felt was appropriate for our requirements in the production, including areas in and around the actual replica of Green Gables at Cavendish, and at Park Corner, Rustico, Orwell Corner Rural Life Museum, and many locations along the north shore.

It was also shot in southern Ontario, primarily because we were unable to find replicas of the specific period buildings and late 19th century village architecture endemic to the story anywhere on the Island itself. Almost nothing remains of what Lucy Maud Montgomery describes as Avonlea on P.E.I. any longer. Fortunately we were able to find such authentic exteriors in southern Ontario. To have constructed them on a large scale on P.E.I. would have been prohibitive and a grand folly under the circumstances. Moreover 60 per cent of the film takes place in interiors which were meticulously constructed on a soundstage in Scarborough to allow us to achieve absolute authenticity to period and locale, while offering our production crew the flexibility of working in a controlled environment with substantial room for all of the technical paraphernalia that would prove to be prohibitively cumbersome in a real building.

Making a film is a highly specialized and technical process which most of the general public rarely gets an opportunity to see, let alone understand. My philosophy as a filmmaker is that an audience believes it is authentic regardless of how the final result has been achieved. Extreme effort and care have been taken to recreate Lucy Maud Montgomery's Maritime Avonlea of the mid 1890s. The same kind of care went into re-creating Moscow sets of *Doctor Zhivago*, which were filmed in Spain in the middle of the summer with false snow; or the recreation of 18th century Salzburg and Vienna filmed in Czechoslovakia in the recent, enormously successful, *Amadeus*. Critics like Lorimer should rejoice that this *Canadian* film production of *Anne* is happening at all and that P.E.I.'s magic landscapes, which readers and the world are so enamored of will finally be seen in a moving and breathtaking spectacle which will be a tribute to the story's Maritime setting.

I am deeply offended by your audacious and slanderous comments against the production, Telefilm Canada and CBC, particularly in the wake of what we all perceive as a joyous and moving experience for audiences around the world. I trust that at the very least your journal will be gracious enough to print a retraction and an apology for a thoroughly tasteless commentary.

*Kevin Sullivan, Producer/Director
Anne of Green Gables
Toronto*

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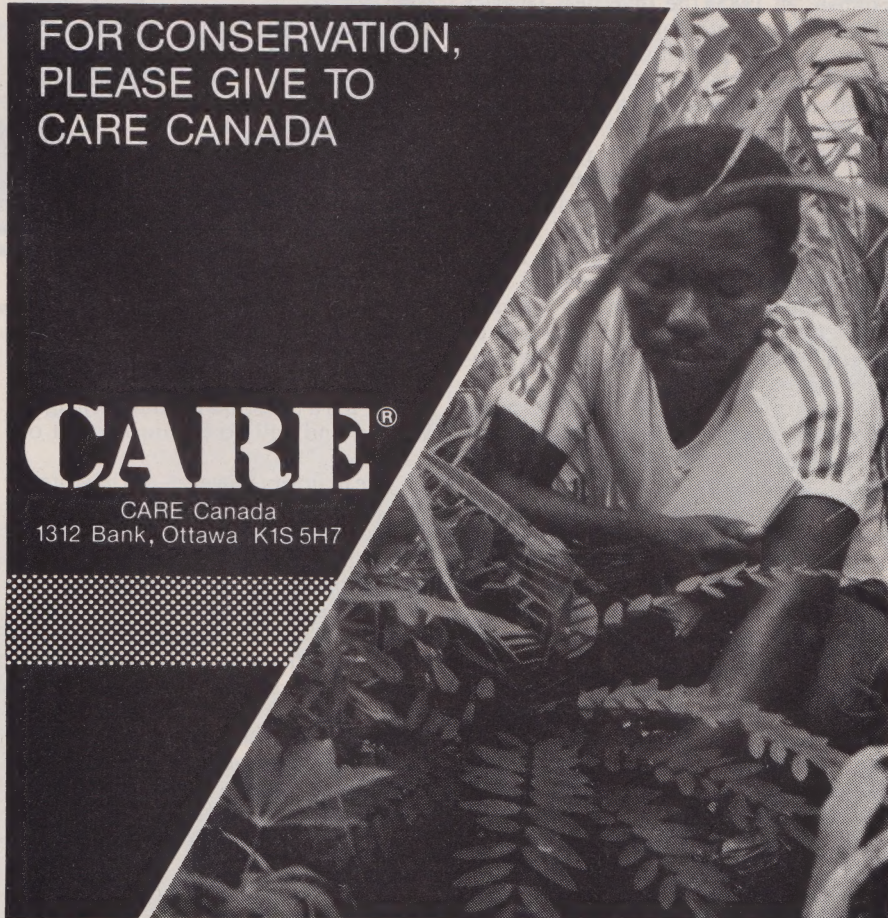
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Cheticamp's bilingual bust-up

The local school will be phased in as "partly Acadian" over the next five years. It won't change the already one-third French curriculum all that much, but the village is bitterly divided — not into a French-English language dispute but a French-French battle

by Peter Kavanagh

1985 was the 200th anniversary of Acadian settlement in the Cheticamp area of Cape Breton. The year was a bicentennial of truly festive proportions: cultural events, parades, homecomings and the normal celebrations one would expect of a people proud of surviving with their culture and language more or less intact.

1985 was also the year that saw this village of 4,000 divided into two warring camps. Neighbor was pitted against neighbor and families were split. As in many other places in Canada over the past 20 years, language became not so much a means of communication as a barrier to community harmony.

The Notre Dame de L'Annonciation (NDA) school has 640 students in grades primary to 12. Currently its curriculum is one-third French and two-thirds English. In 1985, the Inverness District School Board acted on Bill C-65, a provincial statute allowing for designation of schools in Nova Scotia as Acadian, and declared the NDA school a partially Acadian School as of September 1986.

The decision was not unanimously welcomed. Those opposed to the Acadian designation, a group calling itself Parents for Bilingualism, were outraged. Arnold Dithurbide, president of the group, insists that they are primarily concerned with their children's future. "It's an English world and if we confine our students to a French education then we shut off options down the road."

Those favoring the Acadian designation seem at a loss to understand any of the Parents for Bilingualism's concerns. Raymond Roach, a spokesperson for parents who support the Acadian designation, sees the new system making students both more bilingual and more competitive on the job market. "At the heart of this issue is the survival of our culture but it is not going to make our children worse off."

The change in status does not seem to alter the current curriculum drastically. At present, elementary classes are in French. Under the new system an immersion class in French will be added. At present about one-third of the courses in grades seven to 12 are in French and under the Acadian designation students will be required to take 18 French credits in five years, which means their timetables in any

one year will be one-third to one-half French. The Acadian status is to be phased in over five years.

Both sides spent 1985 engaged in a battle for the hearts and minds of Cheticamp, the Inverness District School Board, former Education Minister Terry Donahoe and the nation at large. What perplexed decision makers and the national media was that this was not an English-French dispute over language education but a French-French battle. Each group claimed the other was but a tiny, though vocal, minority.



Dithurbide (with sign) demonstrates with Parents for Bilingualism group

But numbers don't really matter for an Acadian School designation. Bill C-65 allows for Acadian School status where numbers warrant and as such, pro-Acadian status spokesperson Roach insists, "it's a question of minority rights. We can and will go to court to get our way."

The majority however, did have its say in a plebiscite during the October 1985 municipal elections. Inverness County Council decided to allow the plebiscite in the shadow of a boycott of classes by close to 50 per cent of the students at school opening, bomb threats and the growing publicity surrounding the issue.

While the "yes" camp insisted all along that numbers had no meaning they did contest the plebiscite vigorously. They did so with the active support of the school board and the department of education, even though both these bodies have always insisted that the plebiscite was non-binding.

When the votes were counted, the forces opposed to Acadian status had won

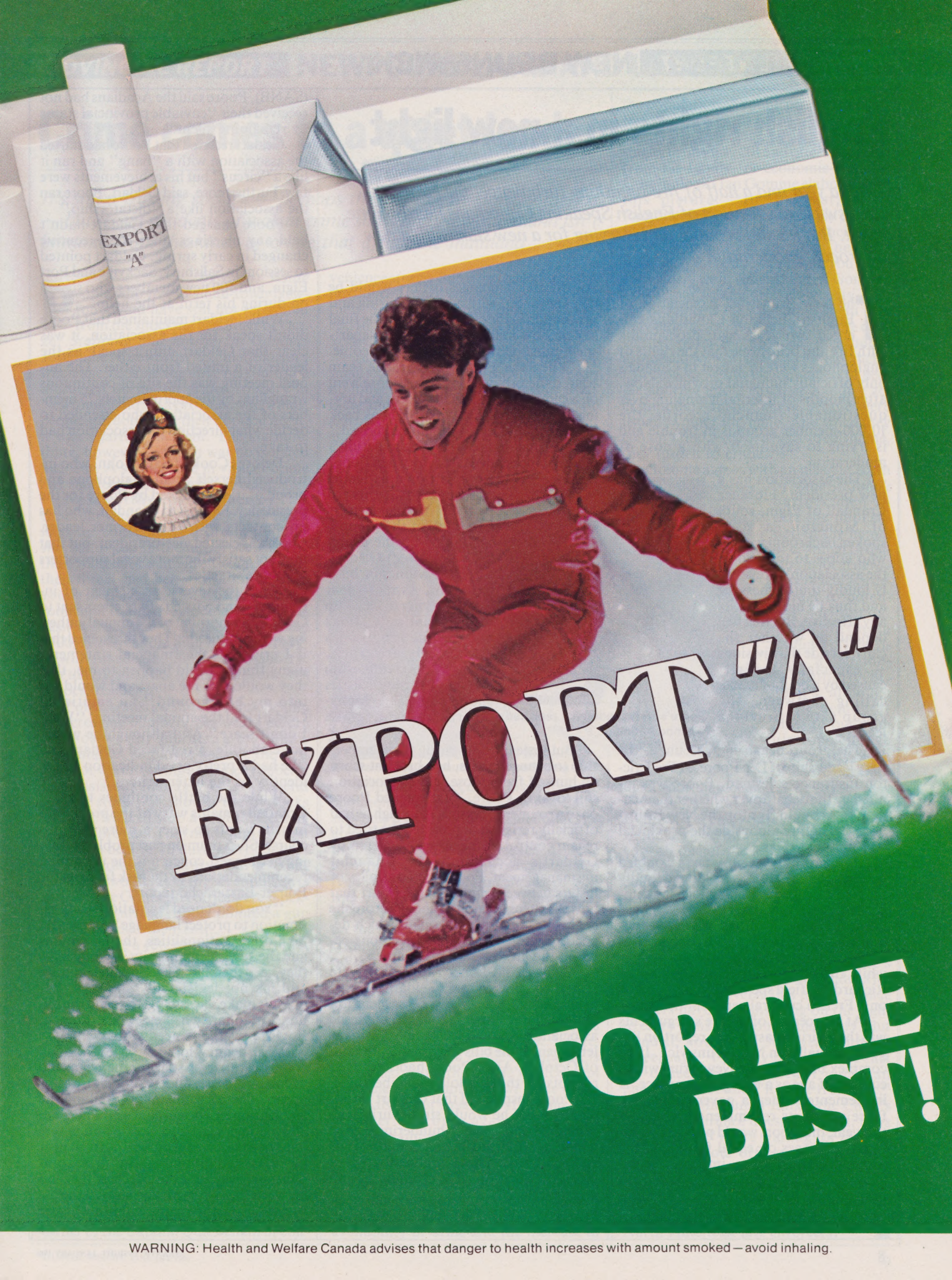
and lost. Some 60 per cent of those who had voted said "no" and Arnold Dithurbide, who had run for school board on a single issue of overturning the Acadian designation, had been elected. For those favoring the Acadian designation their 40 per cent support easily justified the phrase "where numbers warrant" and Raymond Roach once again promised to go to court to prove their case. Donahoe saw the 40 per cent vote in favor as being "significant".

Arnold Dithurbide's election to the school board means the board will be faced with repeated attempts at reconsideration and when they originally approved the partial Acadian status it was only by a majority of one.

The one thing the plebiscite did not do was ease the sense that "the peaceful, quiet community has turned into a battleground" as Sharlene Burns, a spokesperson for the Parents of Bilingualism, put it. This does not surprise John O'Brien, executive director of the Federation of Acadian Parents of Nova Scotia.

O'Brien thinks municipal and provincial politicians have implemented minority language in exactly the wrong way. For O'Brien "French schools are a corrective measure to give a deprived people the rights of others." He thinks everyone should have proceeded quietly and directly as they did with the rights of the disabled and building access. "Rights are not the stuff of debate or voting."

Maybe so, but the experience in Nova Scotia so far has been just that. The district of Clare-Argyle at the western end of the province went through a similar experience and equally bitter fights seem to be brewing in Cape Breton County and Richmond County. The department of education seems to have recognized the problem and is currently considering a possible amendment to the legislation to define what the ambiguous phrase "where numbers warrant" means. However, in a country where language battles are a perennial concern, it would seem to be a safe bet that the experience of Cheticamp will be faced by still other communities. ☒



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English rights in a new light

After a year and a half of fire-breathing turbulence, the New Brunswick Association of English Speaking Canadians nearly came apart. But it's still around, and is trying for a new start with a new approach: moderation

by Ron Sherrard

The New Brunswick Association of English Speaking Canadians emerged two years ago, proclaiming with fire and brimstone that the rights of anglophones were in danger in Canada's only officially bilingual province. Now, after months of internal wrangling over questionable financial records, the 10,000-member group is in trouble and is trying to save itself with a dose of moderation.

The association has a new president, Florence Crandall of Elgin, south of Moncton, a soft-spoken backroom worker who hopes to tone down the association's previously loudly-touted message and thus be more politically effective. But that will depend on whether she can override the divisions — especially the rift caused by a bout of name-calling between the group's two previous leaders.

The group began in 1983 under the fiery leadership of Len Poore. A Fredericton insurance salesman, Poore was ignited by the debate over whether the Acadian flag should fly atop the New Brunswick legislature alongside the provincial and national flags.

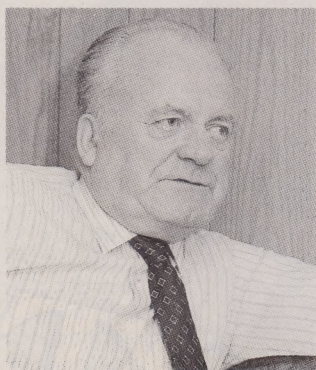
Plunging into the province's troubled language issue, Poore proclaimed loudly that New Brunswick's language laws imperiled anglophone rights. By "rights" he meant jobs. He often pointed to economically depressed areas like the Miramichi where he said people go hungry while the Conservative government of Richard Hatfield spent millions of dollars on a French cultural centre in that area.

At the centre of Poore's arguments was the Poirier-Bastarache report on linguistic equality in New Brunswick. It's a complex blueprint for New Brunswick's coming of age as a bilingual province. It implemented when a government task force makes its recommendations later this year, the report would put the two official languages on equal footing in the provincial civil service, improve second language training and impose or expand bilingualism to varying degrees in municipal governments, hospitals, the justice system and labor-management relations.

An official languages officer would be chief enforcer, with a hand in hiring and promotion in the civil service and the final say on how many positions in a department must be filled by bilingual people.

When the Poirier-Bastarache team toured the province last year Poore went on a campaign blasting the report and urging the government to "take the book back and shove it where it should be shoved."

But that phase of the association's public stance ended last May when Poore



Poore's fiery leadership replaced by moderation

stepped down as leader under accusations of financial mismanagement from within the group.

Taking up the gauntlet, C.W. (Red) Geldart, a retired Moncton businessman, spent last summer trying to clean up the association's books and put the group on a more moderate track. He urged the membership to establish political ties and do some quiet lobbying rather than make noise.

But instead of inspiring the membership to change tactics, he's brought scorn on himself from those in the association still loyal to Poore. That spurred Poore on to a counter-offensive. Although he had officially resigned as president he tried to regain control of the group. Angered by Geldart's accusations of financial mismanagement, Poore started a volley of insults between himself and Geldart that now threatens to undo Crandall before she begins her program — a plan which depends on improved communications between the group's various chapters.

Geldart and Poore ran their private feud through the press. Geldart released the financial details of the association under Poore, showing that although the association raised \$64,000, only \$740 was left when all the bills were paid by the end of October. Also, Poore had not given receipts for the five dollar memberships.

Poore responded that Geldart was so inactive that he would start touring the province on its behalf, thundering that he would not idly suffer the demise of his brainchild after having contributed so much "in nurturing it to prominence and respectability."

Comparing the association to the older Acadian Society of New Brunswick

(SANB), Poore said the Acadians had not received their "enviable provincial status by remaining silent."

Geldart retorted that Poore had started the association with a "bang" and ran it like a "circus" but his achievements were few. Furthermore, said Geldart, Poore ran the association like a "dictatorship."

Poore charged that Geldart hadn't held any meetings since the executive changed in early spring. Geldart pointed to sessions in Salisbury, Sackville and Port Elgin, and 500 new members who signed on during his term at the helm.

While Geldart maintained that Poore didn't speak for the association, it was clear that Geldart didn't speak as the leader of a united front either. The annual meeting was the site of continuous wranglings by the approximately 75 members of the association who attended to decide what direction the association had to take.

Delores Cook of Saint John, who introduced herself as an anglophone and proud of it, was backed by Poore for the presidency. She lost to Crandall, who has no contacts with either former leader. Cook was elected vice-president, but that may not satisfy the more vocal supporters of Poore's tactics.

Amid the fevers, an element of intrigue was introduced. Two letters sent to Geldart the morning of the annual gathering were produced. "They threatened that if I criticized the financial statement, many things would happen to me, that they would tear me apart and would dig into my background," an emotional Geldart told the annual meeting. "Well, I don't scare." And although he would not elaborate, a red-faced Geldart said "he had a pretty good indication of the identity of the letter writers."

While the battle continues to rage, Crandall remains wary of the press, saying she wants to steer a more cautious course. She's mum on past problems, saying her biggest concern is the upcoming recommendations by the task force on the Poirier-Bastarache report.

"You don't need legislation in my estimation to protect language because you take other nationalities, the Ukrainians and the Jewish community in Ontario — they keep their language and their culture and it's not legislated," she says. "It doesn't make sense to me to spend the billions of dollars when everyone, French, English, everyone needs jobs."

With her new low-key style, Crandall could make a fresh start for the group and even take it beyond provincial boundaries. There's some talk of making the association a regional concern. There are 200 members in Nova Scotia and letters have been received from P.E.I. from people interested in joining. But first Crandall must overcome the effects of the feud between the two men who started the association and then came within a whisper of destroying it from within.



CITY

Fund-raising
as big business

CITY Style



The IWK telethon raised \$650,000 overnight

Campaigning for donation dollars

by Anne West

Major fund-raising campaigns in the city are aiming to raise more than \$60 million for Dalhousie and St. Mary's universities, a new home for the Art Gallery of Nova Scotia, and for the Citadel. Regular appeals for everything from the Salvation Army and the United Way to hospitals and the symphony orchestra need a further \$10 million from local pockets each year. In addition, there are the appeals for the victims of famine and disaster in the Third World.

If all this seems like a lot it's because the demands for charitable donations are rising, in metro as elsewhere — the result, in large measure, of government spending cutbacks. Private charity is being required more and more to pick up the slack.

Linda Johnston, executive director of the drive to raise \$4 million to re-house the Art Gallery of Nova

Scotia, says: "If we want something done, we have to pull up our socks and make our own commitment. People are awakening to the fact it is not the silver spoon era any longer."

The recent record of public giving is not good. In 1958 Canadians gave two per cent of their income to charity; by 1970 this was down to 0.5 per cent. In 1979 only half the Canadians who earned over \$50,000 a year gave \$100 or more to charity. A recent Gallup Poll on Canadian charitable donations revealed that although 70 per cent of people had given something to charity in the past year, only 20 per cent had donated more than \$100. Commodore Andrew McMillin, who raised a cool \$2 million a year for the Izaak Walton Killam Hospital for Children speaks for all fund-raisers when he says, "What we have to do is get people to give more and get people who do not give to begin giving."

This may result in unexpected benefits. McMillin, retired now and doing volunteer fund-raising after five years with the I.W.K., says Canadians do not realize "that by accepting everything from government, they lost a lot of their freedom. In the United States people prefer to do something themselves and retain the discretion to operate it the way they want." Nor can the business community be depended upon to be major contributors. "National figures are that about 80 per cent of donations to all charities come from individuals," McMillin states.

Are the fund-raisers discouraged by these facts? No, they have a belief in the public's generosity, provided the need is understood. UNICEF president Jean Addison says statistics prove "Nova Scotians may not be the wealthiest people in the country, but they are probably the most generous if you can reach them."

As well as the backbone of volunteers on whom fund-raising will always rely, the Halifax area now abounds with a new breed of professionals who say that as government funding drops and needs continue to rise, fund-raising will be the career of the 1990s. Carol Goddard is the chairman of the Nova Scotia Chapter of the Canadian Society of Fund-raising Executives. She believes that over the next few years fund-raising is going to be "more high profile, the arm twisting is going to be less subtle."

Goddard feels government should help non-profit organizations more if they are expected to shoulder more responsibilities. She considers postal concessions inadequate to help smaller charities and says that donations by people in all tax brackets should receive a 50 per cent rebate as an incentive to give.

The most high pressure search for dollars is Dalhousie's campaign to raise \$35 million to maintain its position as a leading Canadian university. Headed up by professional "Big John" Mabley, the campaign reached half its target less than a year into its five-year term. After a \$10 million starter from the Nova Scotia government, Mabley says the students pledged \$750,000, "just about the biggest student pledge to a campaign in this part of the country." In addition, the university has asked selected alumni, based on their commitment in the past, to consider pledges of \$5,000 to \$25,000 over five years. Doing the asking is an army of trained volunteers who have already made their own donations.

Donald Sobey is chairman of the Dalhousie appeal, and Mabley says, "I think more than anything else the attraction of people of this calibre to speak for the university and its fund-raising events has been responsible for our great success. Volunteer involvement has to be one of the most important aspects of the chemistry of success."

Volunteers themselves have changed. Members of the business community are picked and groomed to pressure their peers into donating. "We are no longer looking for the lady who wants to pour tea," says Jean Addison of UNICEF. "Some people have very highly honed skills and they have to be used effectively," she says, pointing out that many women work these days and have less time to spare than before.

The most obvious victim of government cuts is the Halifax Citadel, which is trying to raise \$7 million to complete a five-year reconstruction program. Executive director Paul McNair and his commit-

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tee spent 1985 making local citizens more aware of the Citadel before launching a major campaign that will touch everyone from school children to corporations. McNair is typical of all professional fund-raisers in his sincerity and enthusiasm for the cause. "I pledge so much a month" he says "and so do all the salaried staff of the Citadel."

The accolade for the master stroke in fund-raising for 1985 goes to Ian Thompson, president of the Canadian Cystic Fibrosis Society. He persuaded Mila Mulroney to become its honorary chairperson and achieved a massive increase of awareness of

the cause. "Because of who she is," he says, "many people have approached her in an unsolicited way and said they would like to help and that has translated into dollars."

Thompson's commitment to the cause goes beyond professional motives. His own children, Jane and Robbie, who appear in advertisements with Mrs. Mulroney, suffer from this fatal genetic disease.

Each organization tries to develop its own distinctive fund-raising methods, and new ideas like the "UGLY Bartender Contest" sponsored by Big Brothers and Big Sisters, are often patented before being

revealed. Ian Thompson says "You are more successful if you give the donor something in return. The search for the charitable dollar is competitive, so we try to make sure people get some value." This translates into gala balls, golf tournaments, Girl Guide cookies and chocolate bars.

The dimensions of fund-raising have recently been widened by such world media events as the Live Aid concert for Ethiopia and the I.W.K. Hospital's own successful telethon, in which it raised \$650,000 overnight with the help of the CBC.

Addison, the doyenne of Halifax volunteer fund-raisers, recently turned professional by working for the Cancer Society's Terry Fox Run. "In the last year" she says "I was instrumental in spearheading the raising of \$836,000; \$455,000 for UNICEF, \$350,000 for Terry Fox and \$22,000 for Neptune Theatre.

McMillin says most fund-raisers try to persuade people to give annually. Pledged annual giving is the secret of Canada's most successful fund-raisers — the churches. "The ultimate aim is bequests" says McMillin. One donation gets you on the list for all time and most non-profit organizations keep donors informed of what has been achieved with their dollars in hope they will give again.

Fund-raising for the arts is acknowledged to be harder than any other field because only a very small number of Canadians regard a symphony orchestra or an art gallery as a necessity of life.

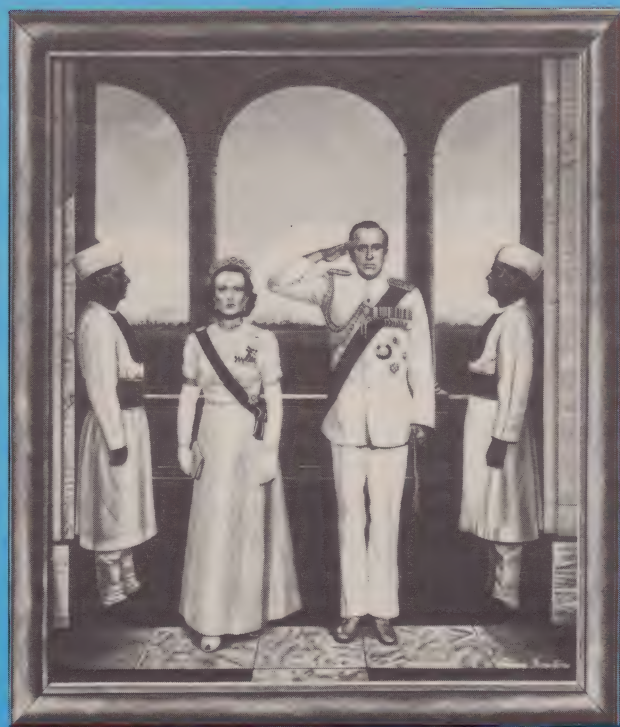
Arts fund-raising requires different techniques and even more careful planning. Linda Johnston, who hopes the new AGNS will be "a Christmas present for the province in 1987" says "we have profiled 800 potential givers, art collectors, people who have given to the arts, people with artists in the family. The research that goes into a campaign is a major component of what has to be done."

In her role as fund-raising director for Neptune Theatre, Addison says people don't give to the arts because they think government is doing it. "I've often said 'do you think the price of your ticket covers seeing this play?' and the average person thinks it does. Everyone is going to have to dig a little deeper."

Many good causes place conflicting claims on local pocketbooks, but in a world where Coca Cola's third quarter revenue this year amounted to more than \$2 billion, some of us must have slightly more cash than is apparent at first glance. Halifax fund-raisers are counting on it. **c**

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Commuters: the long road in

by John Cunningham

It starts long before daylight. Bleary-eyed motorists turn keys in cold auto ignitions and vans pull away from car pool parking lots. By 6 a.m., it's well underway — the daily migration of the commuters.

From the Truro area, from as far down the Annapolis Valley as Berwick, from the eastern shore to Ship Harbour and from along the south shore to Bridgewater, organized van pools carry battalions of workers into Halifax — a small army of mobile employees trying to balance big city wages with idyllic country living.

Poet Greg Cook lives in Wolfville. He can see the tower of Acadia University and look out over the Minas Basin from his home on Ridge Road. It's that view that makes Cook a veteran commuter. While his leisure hours are spent in small town Nova Scotia, his working day is in an office on Spring Garden Road.

Cook has commuted to his job as executive director of the Writers' Federation of Nova Scotia since 1978. "The bottom line is, I wouldn't give up my home," he says. His travelling time per day: two hours and 40 minutes.

Cook was speaking to a group of school children recently and told them how much time he spends in travel. "That's nothing," said one of the youngsters, "my father spends nearly that long getting to Halifax from Dartmouth."

So Cook knows he'd probably still have a 45-minute journey if he moved closer to Halifax and that wouldn't be smooth uninterrupted driving.

Gordon Wright of Lunenburg has fallen into the routine of commuting too but admits it can be rough. When the alarm clock rings at 5:30 a.m. he knows there's no turning back. It's perhaps harder still on his two children. "They don't see me at breakfast, never for dinner. I don't get home until supper is finished."

Wright began commuting to Halifax last February when he accepted a job in the stores department of the National Research Council. But he had no thoughts of moving into the city. "If we sold our house in Lunenburg, we wouldn't have a down payment in Halifax," he says. "A comparable house would be



Wright commutes daily from Lunenburg

\$100,000 to \$120,000 outside Halifax peninsula, closer to \$150,000 inside."

Wright, who came to Lunenburg via Newfoundland, Moncton, Stellarton and Dartmouth, says he prefers the Lunenburg way of life to city living. But there's a price to pay. He's a night person who now finds he has to go to bed early. Travel costs him at least \$45 a week, and a community-oriented person, Wright feels he can no longer be as involved in local activities as he'd like to be.

It's also hard to co-ordinate a car pool that works out well for all members. Wright belongs to a four-member group. He starts work at 8:30 a.m. but one fellow traveller has to be on deck at 8 a.m. Wright has 45 minutes to kill in Halifax. In the evening, he's later getting off work and the others are left to grumble as they wait for him. "You also have to learn to sleep through a rock concert early in the morning," he jokes about the others' music tastes.

Ron Gullen lives at Mount Uniacke. To find a way to get to work, he bought a van and signed up a group to travel with him. That was in 1980. Today, Gullen has 16 vans and claims his company, Van Pools Ltd., is the "largest privately-owned, profit-driven commuter transport company in Canada."

Gullen has the capacity to carry 224 passengers daily. These days, he averages about 200. An accurate estimate of the people commuting to Halifax from the outlying areas of Nova Scotia is difficult to obtain. Still Gullen thinks he's only tapped five per cent of the market. "That means there are thousands" of Halifax-bound commuters. "A lot of people don't want to travel other than in their car, or a couple of people to a car," says Gullen.

Gullen's operation, governed by the Nova Scotia Board of Public Utilities, is not a get-rich-quick-scheme. But "it's starting to pay off," he says. "This is the first year we can see a degree of profitability."

Gullen, a supervisor in the operations department of Maritime Tel & Tel, presents a money-saving offer to commuters. He says that his rates (\$45 a week from Bridgewater, \$46 from Truro) amount to about a quarter of the cost of driving a car when one considers such factors as ownership, maintenance, fuel and insurance costs.

Brian Smith, co-ordinator of operations planning for Halifax's Metro Area Planning Commission which includes Metro Transit, says he's not surprised at the success of operations like Van Pools Ltd. They serve areas in which Metro Transit would find it too costly to operate.

To facilitate organized van pools, special parking lots were cleared alongside major highways leading into Halifax in the early 1980s. The pools were encouraged by the Nova Scotia Departments of Transportation and Mines and Energy as a fuel conservation measure at a time of gasoline shortages and spiralling fuel costs. Transportation Department spokesmen say they're "not expensive" to maintain, requiring only a little snow clearing in the winter, and they've cut down on unsafe vehicle parking by commuters.

Meanwhile, poet Cook is considering a van pool after years of driving his own car. "It will save wear and tear on yourself and your vehicle as well as money," he says, and it will give him an opportunity to bone up on a foreign language, catch up on the text of a few good books on his cassette system — things he wanted to do but couldn't while driving his car. **C**

Mellow cuisine from an Italian cook

by Deborah Jones

For someone described by his wife and business partner as a "dictator in the kitchen" Maurizio Bertossi of the Dartmouth restaurant, La Perla, is nonchalant about being asked to divulge his culinary secrets. He protests being called an Italian chef. "I'm not a chef now. To be a chef takes 40 years. I describe myself as a half-decent cook. A chef is supposed to know everything about everything," he says with a smile, adding that he learned cooking by apprenticeship in Italy and was influenced by his father, the chef at Palazzo Gritti, a famous restaurant in Venice.

What Bertossi, 35, does know about is the food that he grew up eating in the northern Italian town of Friuli, which he left seven years ago.

Unlike the stereotyped hot and spicy tomato-laden meals often associated with Italian cuisine, Bertossi's creations are relatively mellow. In the heat of southern Italy's summers food spoils unless it's cured, and so the region is known for its use of spices. But in the more temperate north, butter, milk, cream and veal are the main stuff of life, Bertossi explains.

Crucial to the Bertossi meal are just two ingredients: parmesan cheese and fresh pasta. He makes much of his own pasta, he says, but looks askance when asked if the trick to pasta is in the flour. "I just use simple flour... all purpose flour. At home in the kitchens they use whatever flour they have. I want to get close as I can to the original, though I often can't get the same ingredients."

What he does manage to get includes scampi from Iceland, milk-fed veal from Quebec and quail from Malagash, although the sources for these took time to cultivate, he says. These morsels of exotica accompany more familiar dishes such as egg fettucine, linguini, stuffed cannelloni, potato dumplings and tortellini — all served with a selection of aromatic sauces as appetizers. Rice cooked with seafood, scaloppine topped with prosciutto and sautéed in a sage and wine sauce, roast veal stuffed with sausage in a sherry sauce and a sole fillet with asparagus and cream sauce are among the main-course selections prepared by Bertossi. As well as a variety of cakes for dessert, La Perla offers ice cream made in-house and that hardest of all beverages to find in the Halifax area,



"Salute!" Bertossi and Eaton

well-made cappuccino.

Despite the smoothness with which the wines flow and the meals arrive, there is a streak of capriciousness within La Perla's make-up. The entrance, quite unlike its interior, is your basic hole in the wall. Not only does it lack a sign telling aspiring diners they've arrived, but the narrow unpretentious door at 71 Alderney Drive sticks stubbornly in its frame, as if trying to discourage all but the hungriest from entering.

Dartmouth native Stephanie Eaton, who owns the restaurant with her husband Bertossi, her father David Eaton (a silent partner) and business manager Pearl MacDougall, warns a fan not to get too enthused about the current menu: Bertossi changes it about three times a year. In February, just as La Perla has thrived for 18 months in a business fraught with pitfalls, it will close for a month while Eaton and Bertossi go to Italy. And, in defiance of textbook business rules, La Perla doesn't advertise, but depends on word of mouth for customers.

Sitting at a window table one afternoon, the three active partners recount how La Perla evolved from The Pearl cafeteria, MacDougall's former business, after Eaton and Bertossi decided to move to Dartmouth from Calgary. They built La Perla with the help of friends on a low budget, renovating former office space

themselves and, until they could justify hiring staff, all serving as "executive dishwashers."

The trio still seems to exude an air of winging it. Perhaps that's part of the charm of the place, which is usually so packed it's impossible to get a reservation. But it's not the entire secret.

FUSILLI AL BASILICO

Sauce

- 2 cloves garlic
- 1 cup fresh basil leaves
- 1 small onion
- 1 cup whipping cream
- 2 tbsp. butter
- salt and pepper
- 1 cup grated parmesan cheese

Pasta

- 2 cups fusilli
- 2 qts. boiling water seasoned with 2 tbsp. salt

Chop the onion and fry it in butter until tender. Set aside. Place the basil and garlic in a bowl and crush it all together with a wooden spoon until paste-like.

Add the mixture to the onions; add the cream and seasoning, bring to a boil and simmer for five minutes.

Cook the pasta in the water until tender, but firm, strain it and toss it with the sauce and parmesan and serve immediately. Serves two.

INVOLTINI DI POLLO AI GAMBERI

- 4 small, boned chicken breasts
- 4 large shrimp, peeled and deveined
- 1 oz. brandy
- 1/2 cup dry white wine
- 2 tbsp. fresh, chopped parsley
- salt and pepper
- 1/2 cup whipping cream
- 2 oz. vegetable oil
- flour for dusting

Place chicken breasts one at a time between two sheets of saran. Wrap and pound gently with a meat mallet until flat.

Season chicken on one side with salt, pepper and some parsley and place one of the shrimps in the middle of each breast. Roll them, sprinkle some flour over each one.

Heat oil in a skillet and fry the involtini until golden. Remove the oil from the skillet and sprinkle the brandy, then the wine; cook for two minutes, add the cream and the rest of the parsley. Simmer gently for 10 minutes. Serve immediately with boiled potatoes and zucchini. Serves two. **C**

Change at Dartmouth's city hall

by Joanne Lamey

If the time is right, if people have had enough of the old ways, any little change can trigger a greater one. This may be the case in Dartmouth.

As a result of the municipal election last fall Dartmouth has a new mayor and half the council is new. Few of the aldermen offered anything new in their pre-election platforms but Mayor John Savage was elected because people were looking for a change — a change in attitudes, direction and leadership at city hall.

Dr. Savage, a family physician, presented himself as an agent for change. He was the only candidate who spoke knowledgeably about social concerns, having been involved in the past with such issues as day care, family life education, peace and Third World development. He also offered his support to advance the status of women in Dartmouth. This was in sharp contrast to many previous mayors who seemed to care only about expansion of industrial parks and very little about providing shelters for battered women and children.

But the new mayor and council have yet to clarify that they do want to change things in Dartmouth — to say what the changes are and how they will be brought about.

Their task will be difficult given that they have to work with an administration whose senior people have held their positions and attitudes since Dartmouth became a city in 1961. Through the years they have tended to hire like-minded people and any new staff who didn't like the way things were simply kept their mouths shut or left. This situation frustrates even the most patient citizen and manifests itself in strange ways. For example, last year I tried to put up a poster advertising a peace vigil on the community bulletin board in the Dartmouth Ferry Terminal. The commissionaire said it couldn't go up because it was political (i.e. peace is political). When I said there was a poster up for the airshow at Shearwater he then said it couldn't go up because it was religious (i.e. sponsored by church groups). This is the same public building where a right-wing, fundamentalist religious organization is allowed to bolt their rack to the wall and display their magazine.

People are more openly identifying

certain city staff as barriers to change. There is a feeling that once the city administrator, Cliff Moir, retires (it was supposed to be last summer) things will really start to move. With a new, more enlightened person in this position, and a progressive mayor and council, city hall might be able to deliver the changes citizens want and a little sooner. Otherwise we shouldn't hold our breath waiting. This is the same administration that has advised successive city councils for over 20 years. It's the same administration that has kept running a city of some 65,000 people with a small-town mentality.

Dartmouth has never had a social planner on staff so consequently nobody knows about the pressing social problems all communities are facing today; nor did the city plan ways to respond. Now the social services department is over half a million dollars over budget. It's the administration that has brought Dartmouth where it is now

— unbearable traffic problems, poor public transit service, growing development pressures on older neighborhoods, polluted lakes from too much development and over-use, industries that are polluting the air, lack of open space and parks in many areas, lack of decent affordable family housing, and lack of adequate social programs. Poised for change? Maybe.

But keep in mind one of the first acts of the new mayor and council was to appoint citizens to various boards and committees. Staff had the list already... more than 80 appointments were made. Fewer than 20 were women, however. So much for election promises to have equal representation of women on city boards and committees. It's not a particularly good omen for the change that seems to be at hand. **C**

Joanne Lamey is a long-time Dartmouth resident who has been active in various citizens' groups.

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Crime comes to a quiet land

It's still a trusting society — perhaps the last one in North America — but recent incidents of violent crime show that Newfoundland isn't immune from the kinds of crime that afflict the mainland

by Cathy White

People who live in small-town Newfoundland have still not recovered from the shocking headlines of Oct. 26: *Stabbing and murder in Gander*. Josephine Noseworthy, 22, made history when she became the first person to be murdered during an armed robbery in Newfoundland. In a province where most people still don't lock their doors at night, it was a jarring incident. The alarming thing, however, is that it was no isolated incident. A sudden rise in violent crime has shattered the traditional calm.

Noseworthy, the mother of two children, was the night clerk in the Red Rooster convenience store, a popular shop-and-stop in the airport town. The thief waited for a lull in customer traffic then threatened her with a knife. Two young men overheard a scuffle in a back room and found the bloodied body. The cash register had been robbed of some \$700. A 24-year old man has been charged with first degree murder and robbery. But that fact has not quelled the concerns of local residents.

Police statistics show it is happening in increasing numbers. Six weeks before the Noseworthy murder, a St. John's supermarket employee became the first gunshot victim during an armed robbery. The assistant manager of a west-end general store was shot in the buttocks when he tried to stop a robber wielding a .32 calibre gun. That made him the first person to be injured during a robbery in Newfoundland's history. Earlier that same day two clerks at the St. John's Arts and Culture Centre box office were shocked when an armed robber pointed a gun and demanded their cash.

These are a few of the incidents that make up what's being called a rash of armed robberies in the province. During September and October, areas policed by the Royal Newfoundland Constabulary suffered more armed robberies than during the previous eight months combined. Police are reluctant to call the incidents a crime wave, but they admit that store owners are upset.

"They're getting some brazen," says a clerk in a St. John's convenience store. "They've got the young girls working here scared out of their wits." Convenience stores have become a popular target for thieves who want to make a quick hit. "They want to get in and out of our store in less than a minute," says Jim Baird, owner of the Captain Quick chain of con-

venience stores. Baird has been forced to introduce security measures to prevent theft. So far, his precautions have worked. In the last 18 months he's only lost \$115.25 to thieves.

Jim Baird is part of a new breed of small store owners in the province. He can no longer afford the premiums of theft insurance. So he's invested in sensor alarms, computerized cash registers, and employee training. "We don't want any heroes," says Baird. "We tell our people 'do as he says'."



Jim Baird: his precautions are reducing thefts

While these security measures are commonplace in mainland stores, Baird says only a few Newfoundland businesses are using them. He feels that until now the business community has relied on the local police force to control crime. Baird feels the police run a slim chance of putting criminals behind bars these days. "They're just not able to get convictions on the arrests they're making. And if a criminal does make it to jail, he's out in no time."

The Royal Newfoundland Constabulary says last year was a good year for putting criminals behind bars. The force explains the recent armed robberies as the work of a handful of people. Lieutenant Lloyd Ford, a crime statistician is concerned about the public's perception of crime. "It's not that we have more criminals on our streets. It's the same people over and over again." The constabulary admits to instituting a few new measures to combat the rise in crime. Plainclothes police officers have been assigned to target areas and the force is spending more time on crime prevention education. Police point to the increased availability of arms and the increase in

the population of young people when offering explanations for the rise in crime. The typical criminal, they say, is male, single, in his early 20s and often separated from his family for economic reasons. Criminologist Ian Gomme elaborates on this picture: "In the past, Newfoundlanders have relied heavily on their families for emotional and financial support. When these families become separated, for whatever reason, you often see an increase in violent crime." Gomme, a professor at Memorial University, says the province's high unemployment rate may be a factor. But he's even more concerned about the prospect of a boom associated with offshore oil development. "In Calgary we saw large numbers of people pouring into a city that couldn't accommodate them. These people were usually young and male. And when they couldn't find work or a place to call home, they turned to crime."

Gomme agrees with an idea put forth

by some St. John's businessmen — that the publication of the names of criminal offenders in local newspapers acts as a deterrent to potential criminals. "Committing a criminal offence is still a shameful thing in St. John's, although if the demographics of our population change drastically with offshore develop-

ment that may change," he says.

Constabulary Police Chief Don Rendell recently boasted that Newfoundland, despite recent events, is blessed with one of the lowest crime rates in the country. But he admits that may change if the oil boom causes population shifts.

The Royal Newfoundland Constabulary, now 350 strong in the province, is Canada's only unarmed police force. But Chief Rendell and the province's Justice Department have been under a lot of pressure to reverse this policy. Police officers have been insisting on the right to carry guns while on regular duty. But Rendell, now in his 30th year with the force, says "I'm very proud of the fact my officers aren't armed. I joined an unarmed force and I'll retire from one."

Among the junior ranks, the Chief's fatherly assurance doesn't sit well. Says one officer, "We're waiting for the day when one of our officers gets hit." And if the rate of violent crime in Newfoundland continues to escalate most police officers expect to bid farewell to the English Bobby system and go the way of other North American law enforcers. ☐

Sick puppies and the law

Pet purchasers, the Humane Society and veterinarians have been complaining to the provincial government about the poor health of animals from a Charlottetown shop. So far nothing's been done

by Jim Cluett

When John Snuggs of Charlottetown purchased a chihuahua from a local pet store last summer, neither he nor his wife dreamed the animal would be dead in less than 24 hours. The unsuspecting clerk from the department of veterans affairs had purchased the animal from a store that has become the focus of complaints from the Humane Society, the department of consumer services and the local veterinary association. The situation has led concerned groups to call for legislation to govern the sale of animals as pets.

"After an hour it was obvious the dog was ill," recalls Snuggs in Charlottetown. "We couldn't get the dog to stand up. We tried to feed it some milk and the pup threw up a worm." Barely three hours after purchasing the dog, Snuggs took the animal to his veterinarian. The next afternoon, the animal died. A two-page report by provincial pathologist Dr. J.G. Hines

concludes that the dog had suffered from Parvo Virus, a highly contagious disease that attacks the digestive system of young puppies.

While Snuggs may have been the first customer of the Critters Pet Store to complain, he was by no means the last. Local veterinarians say they treated more than a dozen cases of Parvo from the store in November alone. Carolyn George knows all about one of them. She purchased a tiny German shepherd-Labrador retriever from Critters that developed symptoms of the disease almost immediately after she brought it home.

"The dog just laid around. We didn't know what was wrong at first," says the girl. "She just wagged her tail and looked at us when we came over to play. But then it got to the point that it couldn't even lift its head." She took the dog to the Southport Animal Hospital, but it was too sick to survive. Dr. Claudia Lister at the clinic said she'd seen four cases of sick

dogs purchased from Critters in a two-week period alone, three of which died.

The one that survived belonged to April Moore of Charlottetown. Dr. Lister had told her the animal had only a 50-50 chance of surviving. "I didn't want her to die," she said, cuddling the dog in her lap.

It's not right," says Carolyn George. "If you buy something in a store and it breaks, you can return it for a new one . . . but not a dog."

The most severe complaints came from Leslie Carter, who managed a Critters store in Saint John. Carter had put \$5,000 down for preferred shares in the company and had run the store for eight months until she left. She complains that Critters owner, Ben Lantz, sent her dozens of sick animals, many of which died.

"They were brought down in a cardboard box from the Charlottetown store," explains Carter. "When they got to me they were in a mess. He said it was car sickness. They were covered in diarrhea and vomit, and we had to bathe them right away. He insisted there was nothing wrong with them and wouldn't pay the vet bills. But after he would leave, I took them to the vet. Some of them survived."

Dr. Cathy Adams in Saint John confirms that she treated many of Carter's animals. Adams says that the store manager followed all her recommenda-



IN THE WORLD OF RUMS, THIS ONE STAND

tions for eliminating Parvo Virus from the Saint John store. When the disease simply wouldn't go away, Adams concluded that it was being imported from Charlottetown along with the dogs. When asked why it was so important to identify the source of Parvo, Adams replied, "It's a killer. It's contagious, and it causes a lot of suffering."

The Saint John store has since closed down. But while it was open Carter says she was under constant strain because of the poor health of animals coming from Charlottetown. "I was not allowed to reimburse people for the sick dogs. I gave them Mr. Lantz's phone number. Honestly, I put up with complaints, complaints, complaints . . . just one after another. Finally I dipped in to my own pocket and reimbursed some of them. I felt sorry for them. I was just up against a brick wall. He even threatened that I'd lose my job if I insisted on taking these dogs to the veterinarian."

In Charlottetown veterinarians were every bit as concerned. They called a meeting of their association and invited Lantz. They offered to assist him in



April Moore and the one that survived

eradicating health problems in the Charlottetown store, but he declined the offer. He also declined to be interviewed about the situation.

But one of his former employees was only too willing. Darlene Landry worked

for Lantz in Charlottetown for four months. She left because he wouldn't follow her advice on proper animal care. Landry holds a three-year degree in animal care technology from St. Lawrence College in Kingston, Ont.

"The animals weren't being wormed properly," recalls Landry. "A bottle of wormer only costs \$15. He wouldn't buy it to treat them." Landry says while she was there roughly half the animals in the store were in poor health. "They had eye infections, diarrhea, worms or bronchial infections."

The P.E.I. Humane Society has been receiving complaints for months, but is powerless to assist. "Sure, we've received the complaints of sick animals," says Gary Larsen at the society's animal shelter. "People are under the impression that we have some legislation to deal with problems of this nature. We don't. It's unfortunate that we have no control over the sale of animals."

Following the series of health problems, the P.E.I. Veterinary Medical Association met and formally asked P.E.I.'s department of justice for stronger legislation to deal with the sale of animals within the province.

"I don't know how many dogs he's selling, or how many are sick," says Dr. Barrie Carnat of the veterinary association. "I only know that one sick animal is too many. There have been enough brought into local clinics that the veterinarians are very concerned." ☒



S ALONE. MYERS'S PLANTERS' PUNCH RUM.

COVER STORY

Small business: can it save the Atlantic economy?



John Currie makes the world's first microwave landing system

A new business growth is pushing through the traditional East Coast inertia. Small businesses are being created at a fast clip. Is this the long-sought answer to Atlantic Canada's economic woes? Or must we still look to bigger outside firms to create jobs?

by Graham D. Taylor

Some call it a "quiet revolution." While all eyes were on the stalling oil and gas industry, an impressive growth in the number of small businesses was occurring — in everything from traditional crafts marketed in novel ways to bio-engineering and electronics. From 1982 until recently, the number of small businesses — those with fewer than 50 employees and less than \$2 million a year in sales — increased by 28 per cent in Atlantic Canada, nine percentage points ahead of the national average.

An American economist has called the small business sector the "economy of heroes" — that world of high risk, high worry and work beyond the call of duty. The Atlantic Provinces Economic Council has called small business the "invisible engine of growth" in the region.

"Invisible" is a key word. Although some small businesses are occasionally celebrated — notably the high-tech ones — the quiet, painstaking work of starting up a business and building it up draws few headlines. The headlines, as we know, highlight the rise, and almost as often the fall, of the megaprojects. Despite occasional government protests to the contrary, the large projects still command most of the attention in official circles —

and most of the respect.

John Chamard, a professor of management at Saint Mary's University in Halifax, makes this point: "When you apply for a passport, you have to get a guarantor, a reference from someone in your community with a good reputation. Your guarantor can be a doctor, a high school principal, even a lawyer. The one person who isn't acceptable is the owner of an independent business." That, he says, tells us something about the psychological barriers, not to mention the economic barriers, entrepreneurs have to surmount.

The ambivalent status of the Atlantic Canadian entrepreneur is reflected in government attitudes and policies toward small business. Provincial leaders of every hue are all for promoting independent enterprise. All levels of government present an array of grant programs and small business development boards and corporations to serve their needs.

But beneath this is a conventional wisdom which says that the Atlantic region, isolated from major markets and with only modest resources, must rely on infusion of capital and technology that only big multinationals and central Canadian corporations command. The small local entrepreneur, however deserving of

applause and aid, can't resolve the staggering problem of regional unemployment or create the wealth needed for lasting recovery.

But enthusiasts like Chamard and Peter O'Brien, director of the Canadian Federation of Independent Business, challenge those views. The time has arrived for the small entrepreneur, they say. While big firms were laying off one of every 16 workers, says O'Brien, "three quarters of all the jobs created in the last six years in Canada were by companies that didn't even exist in 1978." Even in recession-wracked Atlantic Canada small businesses increased staff and output by 3.5 per cent in 1984 while news headlines focused on the staggering fortunes of Bowater in Newfoundland and the Halifax shipyard.

"The best way for government to support small businesses is to get out of their way," O'Brien asserts. "Small businesses reinvest earnings in their own firms, they don't send it off to Bermuda or Taiwan." The CFIB has been pressuring provincial governments in the region to offer tax relief rather than subsidies to small business. Newfoundland responded by shaving 15 per cent off its income and sales tax levies on small businesses, and New Brunswick declared a three-year "tax-holiday" in 1984, cutting small business income tax rates in half. "That should create three to four thousand new jobs," O'Brien claims. Chamard adds that in Nova Scotia that kind of program if implemented, would cut unemployment by 10 per cent — "it's the same as if you



Developing a blood plasma thawing unit at Westmorland Laboratories are: (l to r) Wendell Dawson, Lewis Estabrooks, Glenn Adams, Bill Jones and Calvin Pelkey

brought in two new Michelin plants.”

These claims are impressive. But the question that’s often asked is: can the small business sector address the longer term needs of the region? How many more pizza parlors and corner boutiques can Atlantic Canada sustain? In an era of high-tech innovation and specialized, high quality marketing, can we hope to compete effectively with the Japanese juggernauts and the entrepreneurs of California’s Silicon Valley?

Atlantic Canada has no silicon valleys, but the region boasts a surprising number of ventures operating on the frontiers of technology, some of them unique in Canada. At Sydport outside Sydney, N.S. — Canada’s only operating free trade zone — John Currie of Micronav Ltd. is producing the world’s first microwave landing system (MLS), an all-weather, all-terrain pilot guidance system that the International Civil Aviation Organization has mandated for installation in most international airports by 1995. Micronav developed the prototype with Dr. Maurice Meyer, the world’s leading authority on airport landing systems, and has a potential global market. “Other companies have licences to the MLS, but we’re the only one that designed and built our own in Canada,” Currie says, “so we can manufacture and sell it anywhere in the world.”

Micronav is a spinoff of Internav Ltd. that Currie set up in 1977 in Sydney to manufacture Loran-C navigation equipment used by fishermen as well as offshore exploration vessels. Though he was

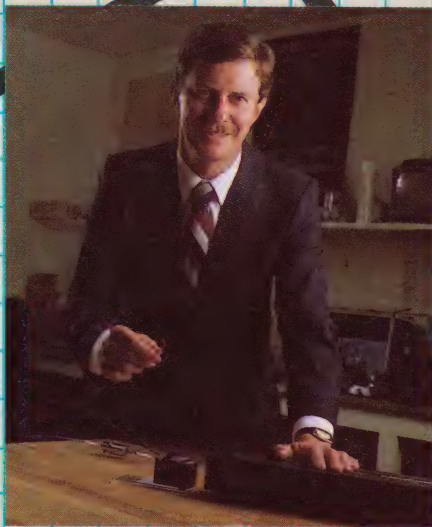
born in New York and had his own successful electronics business in Boston, Currie’s parents were Cape Bretoners who moved home and he followed them here. “I got tired of driving back and forth from Boston to visit them,” he says. Internav did a thriving business in the early ’80s and still has a backlog of orders for navigation equipment, but the economic problems of the fisheries and looming cuts in offshore oil activities led Currie to think about diversifying. “In addition to Micronav, we’ve been going after defence-related business, the Shield-2 system in the frigate program,” Currie says, “and we’re into the hydrographic survey field. We’ve got a real niche for ourselves.” Optimistic about the future, Currie plans to double his staff in six months. Even with the downturn in the offshore, “we’ve never had as big a backlog as we have now. What I need is to expand my plant capacity.”

In Sackville, N.B., Westmorland Laboratories is developing the world’s first blood plasma thawing unit, also based on microwave technology. The unit, originally designed by the National Research Council, will enable Red Cross blood banks to ship frozen plasma for emergency use without deterioration of the material. Westmorland Labs was set up by employees of the now defunct Enterprise Foundry Co. that had developed Canada’s first microwave unit. “We were able to get the licence to the NRC patent because we had the technical capability in the field,” explains Glenn Adams, Westmorland’s president. With

local capital and \$165,000 from DRIE, Westmorland anticipates a major market for the unit in the United States. “Almost every hospital in North America would need one,” Adams says, projecting sales of at least 20,000 units with more potential buyers overseas and virtually no competitors at this point.

Micronav and Westmorland Labs might seem to be curious anomalies in a region most outsiders associate with fish and coal. But they represent only the tip of the iceberg. Innovative industries turn up in odd places. Hackett’s Cove, N.S., a fishing village on the road to Peggy’s Cove, is the headquarters for Nautical Electronics Ltd., a world leader in the field of solid state radio transmitters for air and sea navigation. Nautel has cornered half the world market for non-directional radio beacons with 16 competitors sharing the remainder, and controls key patents in the industry. Truro, N.S., home of Stanfield’s underwear, also boasts Dominion Biologicals Ltd., the largest Canadian manufacturer of diagnostic blood reagents for medical research.

In Fredericton, Neill and Gunter Ltd. provides engineering design services for manufacturers in Russia and Japan as well as for local enterprises like Baxter’s Dairies and Moosehead Breweries. In nearby Oromocto, Process Technologies Ltd. has become — in less than five years — a multimillion dollar supplier of silicon chip wafer boards for the international semiconductor industry. In Charlottetown, W.A. “Billy” Rix converted a



Marine applications of fibre optics are the specialty of Graham Smith at Focal Marine



Gary and Vicki Lynn Bardon bring a cottage industry into high fashion

metal works that specialized in making horseshoes into an enterprise that delivers turnkey fish processing plants anywhere in the world.

Atlantic Canada's universities and research centres contribute to the growth of high-tech industries in the region, and not just indirectly. Like the "knowledge industry" complexes around Boston and San Francisco Bay, applied research here in oceanography, the fisheries, medical technology and marine engineering spin off not just new ideas but new entrepreneurs. Barry Paton, a Dalhousie University physicist, parlayed an interest in fibre optics (the use of glass fibres to carry light signals) into a joint venture with Dartmouth-based Simac Ltd. to develop underwater and marine telecommunication equipment that is both lightweight and more efficient than conventional copper wire equipment. Paton's company, Focal Marine, is a leader in the marine applications of fibre optics, exhibiting its wares at major international conferences on ocean technology. "We decided at the start to be a specialized marine optics rather than general manufacturer," explains Graham Smith who manages Focal Marine's business operations. "Here we've got users for marine equipment and research people. We can test our products here for sales abroad."

Some academic entrepreneurs have gone a step further, breaking formal ties with universities to set off on their own in the "real world" of the marketplace. Back in 1973 three professors at the

Technical University of Nova Scotia founded Martec Ltd. which now has a million dollar business in ocean engineering out of Halifax. "We had all done consulting work before we set up the company," recalls Martec's president Alan MacLean, whose accent retains traces of his Glasgow origins. "At the time the university wasn't set up to support applied work in the marine field." Martec still keeps its links with TUNS, employing graduates on its professional staff.

"When we started most of our work was still with government contracts," MacLean continues. When offshore activity picked up in the late '70s Martec exploited new opportunities, carrying out environmental studies for the oil and gas industry. "Now the exploration phase is winding down and there's more interest in the design of structures for offshore production," MacLean says. In addition to work in this area Martec has a wide range of activities including structural design for DND ships and oceanographic studies with the Danish Hydraulic Institute. "Our business is constantly changing, and keeping up with it is like a log-rolling exercise, jumping from log to log."

Memorial University's Centre for Cold Ocean Resources Engineering (C-CORE) in St. John's, spawned a similar venture in academic entrepreneurship, Instrumar Ltd. "C-CORE was deliberately set up to spin off innovations for industry," says Instrumar's Alister Allan who came to Memorial as a "glaciologist" ten years ago and helped establish the company in 1980. C-CORE

was investigating the problems of designing production structures for the oil industry in areas like the Beaufort Sea where icebergs pose a major hazard. In order to measure the impact of ice stress C-CORE had to design and develop its own instruments. "The industry wanted us to build the instruments, but we couldn't find a local manufacturer," Allan recalls, so Instrumar was set up, initially as a university-owned venture. "We grew so fast C-CORE couldn't handle it," Allan says, "so we got some local venture capital and turned it into a private, employee-owned firm."

In its new role as a private enterprise, Instrumar began looking at opportunities for diversifying beyond the oil and gas field. "Our capability is in technical development," Allan says. "We don't bid on contracts. We design things for a potential market and then look for buyers." One area of opportunity was in the troubled fisheries industry. Instrumar has established a joint venture with Westinghouse Canada to develop devices like the spectrophotometer that detects residual blood in fish fillets. "A top grade fillet is 'live-bled'," Allan says, and the spectrophotometer can be used in the meat industry as well. "We had a credibility problem at first," Allan recalls. "People couldn't believe you could have a precision instruments industry in Newfoundland. But the capability for high-tech development is here."

Entrepreneurship, however, involves more than building better high-tech mousetraps and not everyone agrees that

Atlantic Canada's salvation can be expected from a handful of engineering geniuses and backyard inventors. "These are very capital-intensive, very high risk operations," Peter O'Brien points out. "We're better off on the leading edge of low-tech than the trailing edge of high-tech."

Certainly most of the region's small enterprises fall in the "low-tech" category, retailing products manufactured elsewhere, processing fish, milling lumber, repairing automobiles. The problem here is breaking through what Dalhousie economist Roy George sees as an atmosphere of "psychological inertia." "The prevailing attitude seems to be that, so long as existing operations provide a reasonable living and governments can be relied on to step in if more energetic producers threaten, then why bother to seek out new opportunities and go to the trouble and risk to exploit them," George says.

But the spirit of innovation has been pushing through this inertia. The 1970s witnessed a renaissance in Atlantic Canada, attracting younger entrepreneurs who chose not to trek west to Toronto's offices and Calgary's oilfields. The craft industry is an example. Although the growth era in crafts may have peaked, the region has many examples of successful ventures built on new methods of marketing traditional products. Twelve years ago, for example, Vicki Lynn Bardon returned to her native Nova Scotia after studying interior design in New York, where she saw a potential market for hand-sewn gift items like quilts and placemats. With help from the province she was able to expand market research and set up a cottage industry in New Germany. Around 1978, the enterprise, Suttles and Seawinds Ltd. moved into the fashion field.

The shift to fashion-designed hand-crafted clothing had dramatic results. Within two years sales more than doubled, Suttles and Seawinds opened a showroom in New York and began recruiting sales agents throughout North America. "About two-thirds of our business is outside the Atlantic region," says Vicki's husband and business manager, Gary Bardon, "and about half of that is in the United States." Recently the Bardons diversified into designer sportswear — blazers, blouses, pleated skirts — while still carrying the traditional crafts and fashion lines. "We have a very special look," says Bardon. "Nobody is doing exactly this kind of thing." But the pressure for innovating is constant. "In the fashion business you're only as good as last season. Your product line has to be fresh."

In nearby Kentville, N.S., husband and wife Steve Balyi and Marguerite Casson of Inner Circle Provenders have developed a new approach for marketing. "We've wed the traditional with high-tech," says Balyi, a former sociologist at Erindale College in Mississauga, Ont. who moved here when Casson got an appointment at Acadia University. "We'd



Yvette Reidy: "I was always interested in building technologies"

Women: the new entrepreneurs

Nearly two-thirds of new businesses are created by women, despite the subtle discrimination they still face in the business world

by Graham D. Taylor
When I started talking about setting up a business, people would kid me, saying things like, 'Oh, go home and wash the dishes,' Yvette Reidy recalls. "Looking back, I wonder how I could have done it. But I've always believed that anything you want to do you can do."

For Reidy, at various times a registered nurse, paramedic, encyclopedia sales agent and realtor, the moment of opportunity came in 1981. "Back then oil prices were high, energy was a big issue," she says. "I was always interested in building technologies — my father was a carpenter — and I knew a lot of energy was wasted in air leakage because of poor construction."

With research and development help from the Technical University of Nova Scotia, the company, Air Seal Technologies Ltd. of Dartmouth, N.S., went into business as a "hands-on" consulting service for homeowners. Today

Reidy and her husband Kevin run a diversified enterprise, installing heat recovery ventilation systems, retrofitting home insulation, and acting as distributor for a national window manufacturer. "Kevin handles the sales. I worry about the bottom line," Reidy says. In addition she's the only woman in the field of energy conservation in housing construction.

Yvette Reidy is one of an increasing number of women who are starting up businesses in the Atlantic region and elsewhere. "More than one-third of all small businesses are owned or run by women," says Professor Lois Stevenson of Acadia University's business school who did a study of women business owners in 1983-84. "Almost two-thirds of the new small businesses started in the last ten years were established by women."

Despite their numbers, women entrepreneurs often work in isolation, Stevenson states. "A number of the women I interviewed would say, 'I'm the

only woman I know who's started a business.' They don't have the kind of networks men develop in business schools, service clubs and trade associations. Aspiring female entrepreneurs lack the role models and contacts with others that can encourage self-confidence and provide practical advice. Stevenson has helped establish an Atlantic Association of Women Business Owners to promote this kind of networking.

Stevenson's study for the Department of Regional Industrial Expansion counters conventional wisdom about women in business in the region. Her survey of almost 500 enterprises found that 68 per cent had been started by women and only five per cent were inherited as part of a family concern. While most of these enterprises were concentrated in retail trade or services, this is a common feature of all small businesses, and the proportion of female-owned manufacturing companies is twice the ratio for the small business sector as a whole. More than half the companies surveyed had average annual sales greater than \$60,000, essentially the same as is true for all small enterprises in the region. "These aren't people running hairdressing salons and craft shops," she says.

But there are critical differences between men and women entrepreneurs, both in the attitudes others take toward them and their own attitudes toward their businesses. Access to capital is one area where women may experience discrimination, subtle or otherwise. "Society isn't ready to have women control other people's money," Stevenson argues. "Bankers will say, 'Of course we treat women the same as men,'" but in practice the demands for security may be much tougher. "When a woman goes out to arrange a loan for her business, it's hard to get without her husband's signature," says Burdette Delory who started out running a restaurant in Bridgewater, N.S., then shifted into publishing. She now has two "controlled circulation" newspapers, one covering the south shore and a new one that focuses on the small but lucrative market of Halifax's south end.

Similar barriers have to be overcome in dealing with suppliers, salesmen and customers. "When I started I had some problems being taken seriously by buyers," says Monica Costandi of Truro, N.S. who has built up an impressive business manufacturing and distributing "domestic software" (tablecloths, lampshades, etc.) in four years with about one-third of her sales outside the Atlantic region. "Now that my volume is big, they know they need me more than I need them."

Surmounting these obstacles as well as the usual hazards of the small entrepreneur requires a substantial degree of self-assurance and independence — qualities not traditionally encouraged in raising women to be wives and mothers. Almost half of the women business owners inter-

viewed by Stevenson admitted that they had some problems balancing a demanding work schedule and family life. But being your own boss does have its advantages. "Owning a business means I have the perfect job," one entrepreneur told her. "I want to be with my children and want flexibility. Owning my own company gives me that."

Women who go into business are generally well educated. Almost half of those surveyed by Stevenson had a university or professional degree. But the type of education they received was not, in most cases, adequate preparation for life in the marketplace. "The greatest weaknesses are in accounting and in most planning functions: marketing, planning for expansion and developing business objectives," Stevenson notes. "This is a weakness of small business firms in general."

Although more women are taking business courses, most who run their own enterprises have little time for the kinds of programs offered by most universities in the region. "Women business owners feel the financial and time commitment is too great," Stevenson says. "Shorter and more concentrated courses or workshops might be more appropriate." Memorial University in Newfoundland is one of the few institutions in Canada that has a special centre for small business training, and Dalhousie University's Continuing Education faculty has recently set up programs aimed at the entrepreneurial community.

Women entrepreneurs may, however, be more adept at managing relations with employees than their male counterparts. "They all seemed to be interested in developing their employees and felt there was a strong sense of loyalty and commitment," Stevenson reports. "Having a private office isn't important," says Monica Costandi. "I just need a place to sit down and talk about things with my employees." She adds: "I'm careful who I bring in as a worker, and I've never had to fire anyone."

Attitudes towards women in business have been changing. In this connection there are even a few female corporate executives — like Angela Peters, head of Bowring Brothers in St. John's. But the attitudes of women entrepreneurs themselves have been changing as well. "Traditionally, women who set up their own businesses were more interested in being independent, being their own boss," Stevenson says. "Now we're seeing more interest in growth and long term development of their businesses and for themselves." At the same time "most of these women don't want to grow to the point where they lose personal contact and personal control of their operations." As one put it: "My business is like one of my children. I started with nothing and developed it. I'm proud of my accomplishments. I don't want to expand too much and have the quality of my business suffer."


been making Christmas fruitcakes for years, so we just decided to make it a business." In the four years since it was established, Inner Circle has had a 1,500 per cent sales growth based on telemarketing fruitcakes, plum puddings and other holiday goodies, focusing on the business gift market. "We've mounted a campaign with the *Financial Post* 500," Balyi says, "and we have over 5,000 people on our mailing list." Unlike big mail-order houses, Inner Circle prepares fruitcakes and puddings from scratch "just the way you would do it in the kitchen," and packages gift items in handmade wooden boxes and baskets designed and woven by Micmac Indians.

Like Suttles and Seawinds, Inner Circle is into diversification. "We've moved into valentine gifts and an 'energy bar' — rations for hikers," Balyi says. In the long run they hope to develop a kind of telecommunications-based craft fair for corporate clients. "The craft industry is mature," Balyi says. "If you want to grow, what you have to have is innovation in product lines and in marketing."

What's the bottom line on all this entrepreneurial activity? Certainly these enterprising firms — high-tech or low-tech — have sought out new opportunities and exploited them, but the question that remains is whether this adds up to a significant transformation of the region's economy.

Small enterprises account for well over 90 per cent of the business activity in Atlantic Canada, but they generate only about one-third of the sales, while 77 big companies — most of them controlled by outside interests — employ well over half of the workers in the region's private sector. If job creation, or job preservation, is a top priority for our political leaders, it's not too surprising that the small entrepreneur doesn't figure too prominently in the development strategies projected by governments that want to exhibit visible signs of progress at election time.

But the entrepreneur can have a less tangible impact: he tends to be a chance-taker, a creator of new activity, and as such helps overcome the inertia derived from years of economic somnolence, dependence on outside capital and short-lived "quick fix" government programs. Successful entrepreneurs in Atlantic Canada have shown that these barriers can be surmounted by developing specialized products based on our local skills and resources and by innovative marketing world-wide.

"We can't expect to compete with low-wage countries like China on their own terms," Peter O'Brien argues. "We have to rely on the quality of our products, speed of service and marketing knowledge. We have to be flexible, find the right niches in the markets." This may be the key to long term economic revival for the region, and people like John Currie, Gary and Vicki Lynn Bardon, Billy Rix, Bob Neill and Alister Allan have demonstrated that it can be done. 

ATLANTIC PERSPECTIVE

A year-end review of
economic conditions
in 1985 with an
outlook for 1986



Prepared by

APEC
atlantic provinces
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1985 IN REVIEW:

The Morning After

The American economy set a red-hot pace in 1984 and into early 1985, and the Canadian economy benefited. Total exports to U.S. markets in 1984 were about one-third higher than in 1983, and gross national product surged ahead by almost 5%. Two of the Atlantic provinces (New Brunswick and Nova Scotia) recorded growth in excess of the national trend, a third (Prince Edward Island) clocked in at 4%, while Newfoundland registered a 2.1% increase.

Almost universally, 1985 has been a year of deceleration. There has been growing concern in the United States over the size of two deficits (on visible trade, and on the federal budget), and not even this giant industrial machine could sustain the pace it set in 1984, when growth in real GNP was in the order of 7-8%. The forecast for the United States in 1985 runs at a much more modest 3% or so. Even this is stronger than anticipated.

Two other things in the American economy in later 1985 deserve mention. Firstly, the dollar has fallen back from the giddy levels of 1984 and early 1985 (although not much against the Canadian dollar). Indeed, concern over the distortionary effects of a strong U.S. dollar has become sufficiently strong that the five principal economies of the Organization for Economic Cooperation and Development (the United States, West Germany, France, Japan, and the United Kingdom) have agreed to cooperate to depress the dollar further. This is bound to affect the performance of Canadian exporters in this important market.

Secondly, a flood of imports has eaten into American industry's domestic market, and this has been accompanied by a surge of demands for a degree of protectionism from these imports. In the Atlantic context, this has affected, or may affect, hogs and pork, lumber, saltfish, and fresh groundfish. Even those with a cursory familiarity of the region's economy will appreciate the gravity of these threats.

Provincial Details

Canada's economy grew by a little less than 5% in 1984, and this is predicted to come down to about 3 to 4% in 1985.

Of the four provinces, Newfoundland in aggregate has not benefited much from decent national or regional paces in 1983 and 1984. This is not to say that two of the three or four most important goods-producing industries (excluding services) did not do well. Both the iron ore mines and paper mills posted excellent records in 1984, and have more or less matched the national pace in 1985. The fishery, however, continues to suffer from reduc-

tions in stocks, and confusion in the processing sector. This spells times of reduced and uncertain incomes in many isolated communities, and is sufficient to drag the entire economy down. In spite of a decent record in retail sales over the first eight months of 1985 (up about 8% over 1984), growth in gross provincial product in 1985 will only be about 1 to 1.5%, down from 1984's 2 or 2.5%. High unemployment remains a particular worry.

It only takes a good potato harvest, lobster catch, or tourist season every second or third year in Prince Edward Island to provide sufficient margin for the provincial economy to do very well. 1984's credible increase of a little over 4% was due to early-year sales of potatoes from the 1983 crop. As well, lobster fishermen spent their gains from the 1983 catch, and progressive staffing of the new Department of Veterans Affairs offices in Charlottetown promoted a good degree of household formation and, in consequence, residential construction.

House building was also booming in 1985, and large projects are giving the construction sector a very good year. Lobster catches have exceeded those of 1984, and have even surpassed the records of 1983. And tourist visitation has increased in 1985. Potato growers however, had a middling year, and this will hold overall progress back. In spite of this, the Island economy will probably do quite well in 1985. Already, the Island's unemployment rate is lowest in the region. Growth at about 3% is predicted.

Nova Scotia must adjust to a slower pace of offshore activity, at least for a little while. The demise of the Petroleum Incentives Payments (grants to assist offshore exploration) and continued problems with the Venture Field are effectively removing two principal components of recent provincial performance. Other sectors, however, are doing very well, especially the fishery and residential construction. Retail sales have been surprisingly strong (about 14% higher over the first eight weeks of 1985 compared to the same period of 1984), and manufacturing shipments have declined only marginally (5% or so to July).

Nova Scotia's relatively diversified economic base will stand it in good stead, however. A new aero engine plant is being built near the Halifax airport, and the province's exports of end products (ready for consumers or industrialists to use) is taking up an encouragingly higher proportion of total exports. Job creation could be better. Growth in 1985 will approach, but probably not exceed, national averages — probably around 3%.

Low prices for New Brunswick's main resource products will certainly see a slower pace in 1985 from 1984's impressive 5%. Not even the big-frigate-building program in Saint John can carry an entire provincial economy, and a reasonable pace demands performance from forest products and the province's mines. In a sense, a good year in 1984 would have been difficult to match even in the absence of a general cyclical downturn in 1985. Residential building has been strong (especially in apartments, taking advantage of the dismantling of rent controls) and electricity exports have excelled.

There is also a new coated paper mill being built in the Miramichi, a good number of major projects under way in other parts of the province, and now there are two producing potash mines near Sussex. The province's economy will probably rebound strongly once export demand picks up. 1985 will see advances in the order of 2.5-3%.

NOTE

The information in this supplement has been prepared by the Atlantic Provinces Economic Council. It was submitted for publication in late October, and contains the most recent information available. Events frequently conspire to overtake even the most thoughtful analyses, however, so please bear this in mind as you read the supplement.

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THE FISHERY:

The Rocky Road to Revitalization

Crisis has not been a stranger to the Atlantic fishery, and 1985 was no exception. While some encouraging signs were evident, the Atlantic fishery remains troubled. The industry's problems have a familiar ring; stock and quota problems, interprovincial squabbling, market difficulties, international conflicts, and the Newfoundland fishery in general.

The news is not all bad, however. After groping in the dark for most of this decade, the industry seems on the verge of better things. This opinion is based on the dramatic improvement in the financial health of several companies, led by National Sea Products Limited, and the observation that the Newfoundland fishery has likely bottomed out and is due for improvement.

Rating The Restructuring

Reviews of the 1983 restructuring of major Atlantic fish companies are mixed. Predictions that National Sea would only prosper in private hands have apparently been borne out by improvements in company ledgers to the end of June 1985.

In contrast, Newfoundland's Fishery Products International Limited, formed from the remnants of seven failed companies, is expected to lose \$25 million in 1985. In this case, it was clear from the outset that the new company, 88% government owned, was seriously underfunded and a second round of restructuring would be needed.

This process began in early fall, 1985 with the release of FPI's 5-year business plan and the commitment of a fresh \$133 million by two levels of government. A major aspect of this second stage of the restructuring process is the "privatization" of fifteen of the company's inshore plants. Eight of these are owned and seven are leased. The company plans to operate the plants until they are sold, in concert with its social mandate, and no decision is expected on the future of any unsold plants for two years. The new business plan combined with apparent long-term labor peace is cause for some optimism.

Industry Performance 1985

One measure of success in the fishing industry is the value of landings reported. In this regard, 1985 results are mixed. Preliminary figures for Nova Scotia show an encouraging upward trend for most species. In particular, improving landings and prices for lobster and scallops have meant high returns for many South Shore fishermen.

The same level of success was not evident in Newfoundland. A six month strike by trawlermen and plant workers meant



BERNARD E. OTTOMILLER SERVICES

a slow start to the offshore season. This, combined with a failure of the province's inshore groundfishery, has produced one of the poorest years in memory. The one-fifth drop in landings over the first seven or eight months has not only caused supply problems for plants but many fishermen and plant workers were left without the necessary "stamps" to qualify for unemployment insurance.

New Brunswick fared little better. Plant workers in one crab processing plant, faced with a shrinking number of weeks worked, or a result of changing technology and lower catches, rioted in mid-April. New Brunswick fishermen also had to face the closure of salmon fishing and limitations to herring quotas.

Prince Edward Island's fishery, while small on a regional scale, is very important to the economy of the province. Another good year for lobster fishermen and the granting of crab licences to Islanders for the first time will mean good things for the provincial economy in 1985 and into 1986.

Strong Markets But. . . .

A devalued Canadian dollar, improved demand and supply problems among competitors saw markets improve for most fish products in 1985. Although

prices for a few important species (crab and capelin) continued their recent downward trend, markets for most species improved.

A devalued Canadian currency has, in terms of the American dollar, been a boon to fish exporters in recent years. Markets improved even further beginning in late 1985 as the American and Canadian dollars slipped against most other world currencies. Countries, like Iceland, which maintained competitiveness through aggressive devaluations are now paying the inflationary price for these actions. Iceland, in particular, will be squeezed by this trend, in addition to growing stock problems.

Success may have a price however. The competitiveness of Canadian fish on American markets, (the destination of 80% of the region's exports) has brought charges of unfair trade practices from American fishing interests. The U.S. International Trade Commission is now investigating these complaints which claim that Canadian fresh fish exports (\$94 million in 1984) are unfairly subsidized by government. If the Commission's decision, expected in January or February, upholds these complaints and imposes duties, it is felt that the important frozen fish trade will be the next target. Any

threat to frozen markets means more of a threat to Newfoundland.

Growing Conflict

A disturbing tendency to confrontation in the fishing industry has become apparent in recent years. The burning of a fisheries patrol boat by southwest Nova Scotia lobster fishermen was followed by a so-called "crab riot" in Shippagan, New Brunswick early in 1985. Later in the year, Nova Scotia draggermen blocked the entrance to Digby harbor to protest by-catch limits on pollock and haddock. Northeast New Brunswick herring fishermen fished illegally for four or five days in the year to back up demands for higher quotas.

This air of conflict was extended to the boardrooms of major companies, and into provincial offices, as a result of an application by National Sea Products to operate a freezer factory trawler. While National Sea feels that the extra quality from freezing at sea will help it maintain and expand markets, Newfoundland interests are unconvinced by the quality argument and feel that the exploitation of northern cod stocks by such a vessel would be at the direct cost of shore-based jobs in that province.

Looking Ahead

The first half of the 1980s have seen a disastrous period for the Atlantic fishery by any measure. While a number of positive signs were evident in 1985, such a market improvement and a return to profitability of National Sea Products, a number of problem issues must be overcome if this trend is to continue in 1986 and beyond. Attempts to impose counter-vailing tariffs on Canadian fresh fish exports could seriously damage Canada's position in the American market, should preliminary findings of subsidization of the Canadian fishing industry be upheld.

The Newfoundland inshore fishery must be stabilized. The development of a new mid-shore fleet being proposed by the Newfoundland government has possibilities in this regard. The recovery of the Newfoundland fishing industry also depends on the effectiveness of the second phase of the restructuring. Revitalization of the processing capacity and modernization of catching capacity together with continued quality improvements are keys in this regard.

It is clear that 1986 will be a critical year for the Atlantic fishery. While potential problems have the capacity to overwhelm the industry in the coming year, a continuation of the limited progress of 1985 could set a positive course for the rest of this decade. ●

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Homebuilding Booms



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The first three quarters of 1985 have produced a surge in residential housing starts in all four provinces. Total starts in urban areas throughout the region were 50% higher in 1985 than in 1984, with the biggest percentage increases in New Brunswick and Nova Scotia. In part, this has been caused by stable and relatively low mortgage rates. As well, it reflects a poor 1984 for most of the region's home builders; it is significant that the lowest proportional increase was in Prince Edward Island, which had a good year in 1984.

There are interesting details emerging in this boom between the provinces. The principal activity in Newfoundland is in single-family detached dwellings, while multiple-unit dwellings assume more importance in the other three provinces. In Prince Edward Island, this reflects apartment construction in and around Charlottetown, where arrival of Department of Veterans Affairs staff has apparently stimulated a higher degree of household formation. As well, several senior citizen complexes have been built on the Island.

New Brunswick is in the first year of no rent controls, and this has undoubtedly provoked a faster pace of apartment construction. Activity in Fredericton is particularly noticeable in this respect. Rent controls are still in effect in Nova Scotia, and there is little doubt that this has caused, in great part, a housing crisis in the Halifax area. Vacancy rates are consistently below 1% in many parts of the metro area.

Another phenomenon underlying multiple unit starts in Nova Scotia has been an explosion of expensive condominium developments. There are, indeed, indications that too many units are coming on the market in a short time, and sales have been less than expected.

Commercial Space Growing

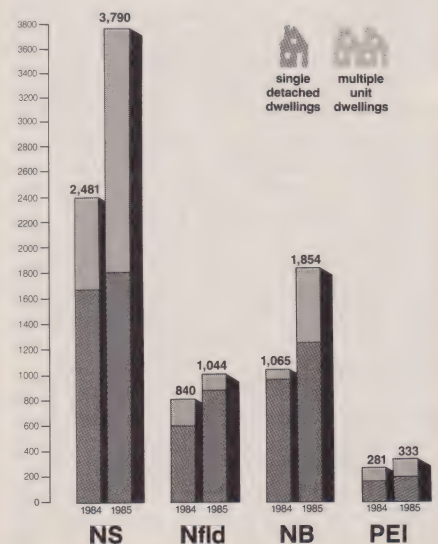
Halifax has also seen a rapid pace of commercial developments over the past couple of years. This has mainly been of office space in the downtown area. There are mixed feelings about this. Some say that supply is far outpacing demand, especially when slower economic times loom. Others say that the city has reached a point where it generates self-sustaining progress as a regional centre. As new space has come on the market, it has been taken up at an encouraging pace. Some of the first generation of high-rise office buildings, however, are losing tenants as the competition heats up.

There are many other projects underway throughout the region. St. John's especially is blessed in 1985 by starts of three big complexes (either offices or a hotel and convention centre) after several years of uncertainty. As Hibernia looms, so do much better times for Newfoundland's construction sector. New Brunswick has the usual array of new developments, from the forest research complex in Fredericton, to shopping mall expansion in Moncton, and mine and mill works elsewhere. And Prince Edward Island has seen work on the Veterinary

College proceed rapidly to its peak.

Although it is doubtful whether Atlantic builders will get back to the levels of activity of the late 1970s, 1985 certainly turned into a tonic for them. There still is the prospect of big contracts coming from offshore development. A slimmer sector is well placed to benefit.

HOUSING STARTS IN CENTRES OF 10,000 POPULATION AND OVER BY TYPE ATLANTIC CANADA



SOURCE: STATISTICS CANADA

More Diversity

There is little doubt that the boom years for Canadian mining have slowed a little. New products from the Third World have eaten into traditional markets, new materials such as plastics have taken over some uses normally fulfilled by metals, and recycling has become a sophisticated industry.

In the midst of these trends, Atlantic mining is still going strong. There are two new mines in New Brunswick, and one in Nova Scotia, and older mines have reopened in New Brunswick and Newfoundland. These openings and reopenings involve new products such as potash, tin, antimony, and fluorspar. These are added to the traditional strength of the region's mining sector, based on iron ore, lead/zinc, and coal.

A Middling Year

Having said this, 1985 has turned out to be a so-so year in the mines. Commodity prices in general are down in the wake of a slower economic pace. The slowdown has not been as radical as expected, however.

Shipments of iron ore from Labrador to July were only 3.8% lower than in 1984, and stockpiles were lower. Most of the credit for this goes to export sales which were almost 10% higher. Spot market sales have been particularly brisk.

Zinc is another matter, and New Brunswick's one big mine has scheduled a year-end closure for a couple of weeks to allow stockpiles to go down. Demand for zinc for the mines is more solid and faster to rebound than for other base metals, however, as it is difficult to recycle. Just a modest increase in demand will set prices increasing again.

Nova Scotia's new tin mine produced its first concentrate in October. The timing is a little dubious, as world tin prices are the lowest in years, but the mine's proximity to the important American market gives it an advantage. It is an important development for western Nova Scotia, and there is by-production of copper and lead.

Rio Algom, who developed the tin mine, is also in the final stages of buying Potash Company of America, including its New Brunswick operations at Penobscus. There have been some production difficulties at the 2-year-old mine, which may require further investment spending. A second mine at nearby Cassidy Lake (developed by Denison-Potacan) shipped its first output in October 1985. Production of this new mineral is a most welcome diversification of New Brunswick's mining industry, and there are distinct prospects of a third mine in the Sussex area.

The Old Lake George antimony work-

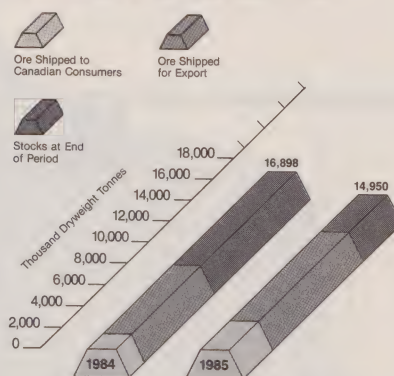
ings near Fredericton have been given a new lease on life by sinking a shaft to work a new ore body. The old ore body was worked out, and the mine closed in 1981. Its reopening partly compensates that particular area of New Brunswick for closure of the Mount Pleasant tungsten-molybdenum mine due to technical problems and low prices.

Coal output in Cape Breton has pleasantly surprised most people by staying more or less in line with 1984 in spite of loss of production from the Number 26 colliery. The high grade metallurgical coal for Number 26 has been replaced, at least in part, by coal from other mines. This has allowed resumption of important export sales.

The Potential Increases

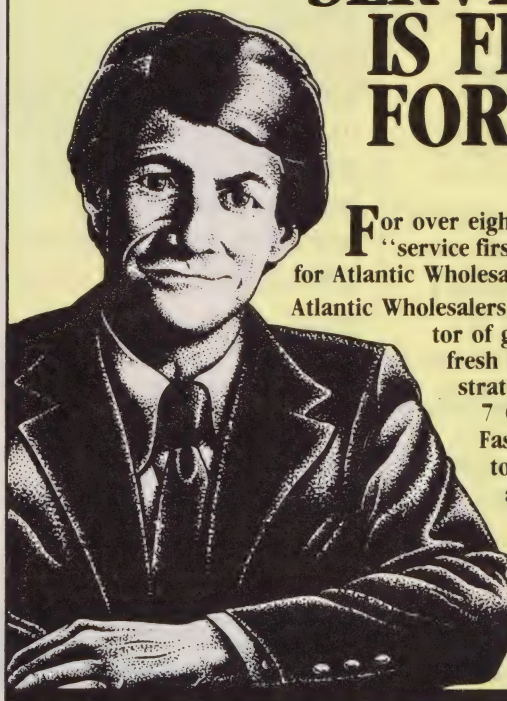
Total mine output in 1985 will not surpass 1984 because 1984 was so good. Unfortunately, 1986 may see a further deceleration in overall economic activity, which will certainly affect Atlantic mining jobs. The region can put trust in the health of the sector, however. Future developments will probably involve new

LABRADOR SHIPMENTS OF IRON ORE (January to July)



gold mines in Newfoundland (an important ore deposit was identified near Port aux Basques in 1985), Nova Scotia (Seabright Resources has awarded a contract to build a shaft at its Forest Hill property), and northern New Brunswick (at various points in a rich area of mineralization).

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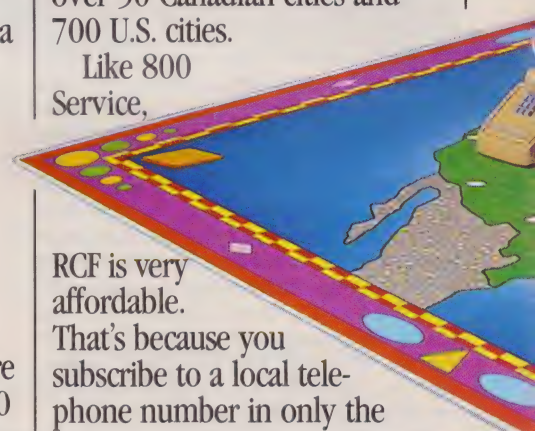
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
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EXPORT TRADE:

The Rules Stiffen

In the complex arena of world trade, the mid-1980s are bringing their own set of complications. As the decade began, there were reasonable expectations that the Tokyo Round of the General Agreement on Tariffs and Trade would effectively lower trade barriers smoothly up to 1987. By this time, a new round of multilateral trade talks would have begun with the intent of lowering barriers to trade even further.

This part of the universe is, indeed, unfolding as it should. Another part, however, has taken people by surprise — the rise of protectionist sentiment. In 1985 in the United States, this reached fever pitch. A very strong dollar in 1984, coupled to a very strong economic performance, saw the United States run up an impressive deficit on visible trade. Import of Canadian products such as lumber and live hogs began to displace American production at an alarming rate. Reaction was rapid, with U.S. interests clamouring for measures of protection against what they claimed was unfair competition. Fish products entered the equation, too, with Canadian saltfish entering U.S. markets now subject to an import duty. Fresh groundfish are also threatened.

It is easy to understand American concern in one respect. Total Canadian merchandise exports in 1984 were valued at \$112.5 billion, up from \$91 billion in 1983. Some 76% of the 1984 exports went to American markets. Atlantic exports to these same markets were valued at almost \$3 billion in 1984, or 60% of total Atlantic exports; proportionately more goes from Atlantic Canada to European markets.

The Free Trade Debate

This high degree of dependence on U.S. markets is disconcerting and is the principal reason for Canada seeking to get a degree of security of market access in the form of free trade with the United States. A formal request to begin negotiations between Ottawa and Washington came in September 1985.

The prospect of free (or freer) trade engenders mixed feelings. Many non-resource-based manufacturers are apprehensive at the possible flood of American imports to meet local demand currently satisfied, in part, by local production. Resources stand to benefit, as almost by definition initial extraction and processing must occur at the location of the resource itself. These products currently enter the United States at a very low average tariff, however, and any gains from free trade will come from dismantling non-tariff barriers, a much more difficult prospect.

Almost lost in the free trade debate, however, is the intensified competition facing some of Atlantic Canada's most important products. Pulp and paper production, for example, now comes from many Third World countries, as well as highly efficient Scandinavian mills. Exchange rates have favoured these producers in 1984 and 1985, and have made it difficult for Atlantic mills to stay competitive.

Exporters also faced barriers inhibiting access to important European markets. The European Economic Community exists explicitly to promote intra-community trading, which is often achieved behind a wall of tariffs and quotas. As well, the EEC has a free trade arrangement with the countries of the European Free Trade Association, which includes preferential access for forest products from Sweden and Finland, and fish from Iceland.



DAVID NICHOLLS

1985 in Review

In line with overall economic activity, Atlantic exports slowed as 1985 progressed. Only in Nova Scotia has the cracking pace of 1984 been matched (but not exceeded) and this is particularly encouraging in that end products (auto tires, machinery and so on) have had the major gains. This important group of commodities has claimed a growing share of Nova Scotia exports. The drop in shipments for Newfoundland, however, is mainly because of lower exports of fish, and all of New Brunswick's principal resource-based exports have registered significant declines. Indeed, cargo exported through the Port of Saint John is more than 20% down over the first eight months of 1985.

Trade-related issues will hold centre stage during 1986 and probably beyond. The free trade debate will heat up, ironically in alternation with protectionist concerns and arguments. The central part that exporters play in the growth of the Atlantic economy is established. Discussion of this role is certainly justified in the mid-1980s. ●

Definition and Assessment

Tourism is an odd industry. Unlike other sectors which produce paper, or motor cars, or iron ore, it does not produce tangible product. Nor, you might say, do most services. Except that tourism does not have the well-defined edges that most services can claim — it spreads over many other industries such as the hotel trade, store keeping, restaurants, arts and crafts production, and so forth.

Tourist attractions may also be considered an export, except that the consumers of these attractions (tourists) must travel to where the attractions are located in space to consume them. The only things they can take home with them to show for their spending are photographs, a sunburn, memories, and souvenirs such as scallop shells or lobster traps.

Growth Industry

On one point there is little disagreement — it is one of the fastest growing industries of the late twentieth century, and every corner of the world wants a piece of the action. Atlantic Canada has more than a vested interest because all four provinces are already important tourist destinations in the traditional sense. The new breed of tourism, however, can be much more lucrative as it can involve people seeking new experiences in new places. Usually, these people are willing and able to pay more and spend more to fulfil their dreams.

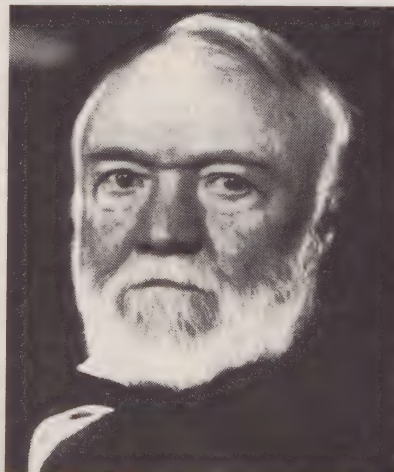
It is encouraging to note, therefore, that the Atlantic industry is adapting to these new ideals quite successfully. The hotel and convention trade has become very important in larger urban centres, with specialized buildings in places like Saint John, Halifax, and Charlottetown, and a new one to be built in St. John's. Specialist tourist attractions have emerged, such as whale watching in the Bay of Fundy, helicopter rides to see baby seals on the ice of the Gulf of St. Lawrence, fishing trips to Labrador, or bird watching tours to small islands. (Actually, tuna boat charter operators have known about the opportunity this offers for many years, and still draw well-heeled clients from all over North America and Europe to angle bluefin tuna.)

The traditional base of the industry is also adjusting and improving constantly, as the explosion of such attractions as water-theme parks attests. In such diversification lies a reasonable degree of steady growth. If there is a big challenge, it is to spread the benefits of tourism out rather more evenly. At present, most activity tends to be concentrated in certain areas, and outlying regions are becoming rather more vocal in this regard.

A Good Season

The 1985 season has been generally good for all four provinces, with main improvements in visitation coming from traditional origins such as Ontario, Quebec, and New England. A relatively low Canadian dollar still plays its part in this respect, both by attracting American visitors, and deterring Canadians from going south for vacation.

Some special events contributed, particularly the Canada Summer Games in Saint John. The success of hotel/convention centres has continued unabated. Even in Charlottetown, where the new Prince Edward Hotel was in receivership, it operated all summer at close to capacity. If this region's array of attractions continues to diversify, the tourist sector will certainly benefit. ●



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Debt, Weather, and Trade Embargoes

There was a time when all farmers had to worry about was the weather and prices. These two were then joined by input costs. The mid-1980s have seen the number of worries increase yet further by addition of debt problems and trade restrictions.

New North American farmers are safe from debt problems. In part, this is due to a rapid increase in indebtedness in the late 1970s, a period when a farmer's principal collateral, his land, was valued highly. As surpluses of food and grain have grown, however, prices and land values have plunged, and ability to repay had eroded. The problem particularly affects new, younger farmers who are struggling to maintain viability.

Maritime potato producers are familiar with American attempts to restrict their products from entering U.S. markets. These attempts have substantially failed, but potatoes crossing into Maine have been subjected to increased inspection at the border by U.S. officials during 1985.

Hog Duties

Pork producers in Canada have been less lucky. During 1984 and into 1985, a low Canadian dollar saw great increases in exports of hogs to American packing plants. Exports in 1984 alone were almost four times the level of 1983, and the totals over the first ten months of 1985 were even higher than 1984's levels. U.S. pork interests successfully applied for import duties on the grounds that Canadian agricultural support policies provided a form of subsidy to Canadian farmers, and that this constituted unfair competition. A provisional duty was imposed in February 1985 to be confirmed in summer. The effects on hog prices were rapid and predictable — they went down.

Atlantic hog producers don't export animals much to American markets, but they do receive prices dictated elsewhere in Canada. Accepting this, it is surprising that Atlantic hog receipts were down by a relatively modest 6% over the first eight months of 1985. There were some better prices early in 1985, however, and annual totals are likely to show a more profound decline.

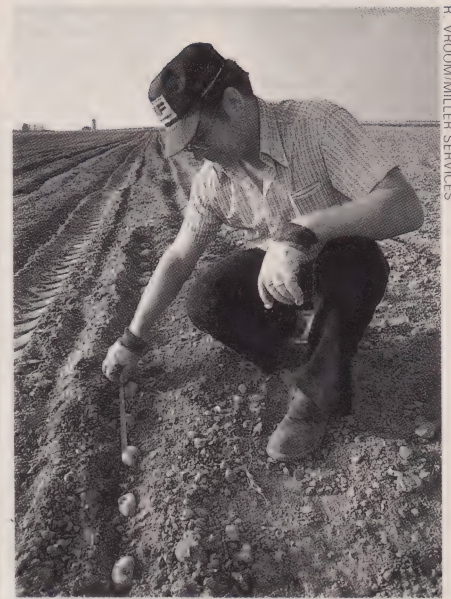
Total receipts were down by 3.4% over the same period, exclusively due to lower receipts for potatoes in Prince Edward Island and New Brunswick. This reflects more the great success of the 1983/84 crop year (which ended at June 30, 1984) than an average performance in 1984/85. The 1985 crop was not good, and good crops elsewhere meant low prices. The area to be planted in 1986 may decline as a result.

Other important cash crops (those

grown for sale off the farms rather than for on-farm use) are also having difficult years. Tobacco growers, already under voluntary area quota systems, are suffering from declining markets as more people stop smoking. Blueberry growers had the fourth record crop in a row, and suffered subsequent lower prices and increases in stockpiles. A high Canadian dollar, as well, deterred sales to European markets. Tree fruit producers have gone through a series of average years.

Dairy and Cattle

Livestock farming is dominated by dairying. Prices received by farmers, and therefore receipts, are set by boards to reflect increasing input costs. Total receipts, therefore, usually show modest increases from year to year. Dairying is the single most important type of agriculture in Nova Scotia (worth \$51 million in receipts in August 1985), alternates for top place with potato receipts in New Brunswick, and is second in Prince Edward Island. Cattle receipts are quite important in the region, but have shown signs of losing ground as competition from outside beef intensifies. Poultry

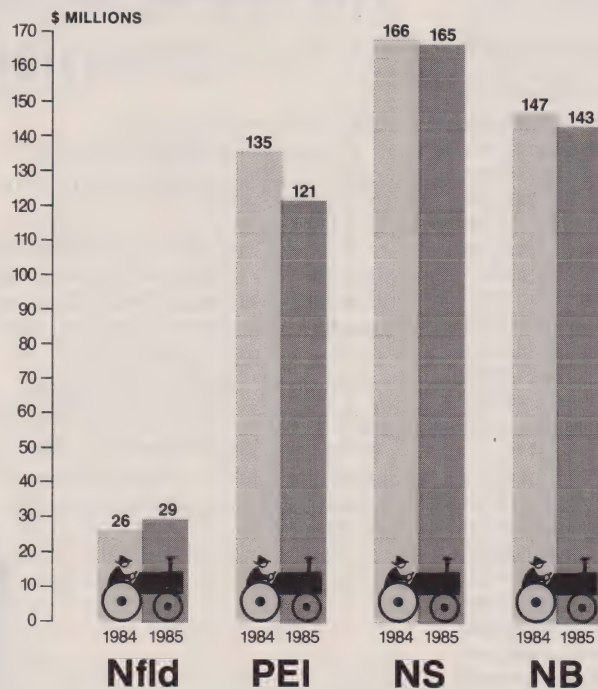


R. VROOM/MILLER SERVICES

receipts in 1985 are higher than two years ago (reflecting the success of chicken sales at fast-food outlets in North America), and have shown a slight increase also from 1984 levels.

FARM CASH RECEIPTS ATLANTIC CANADA

(January to August—Thousands of Dollars)



There is no doubt that the mid-1980s are bringing change to Atlantic agriculture. One trend will probably see more feed grain grown locally as a cash crop, partly in response to failure of western harvests. Farming in 1985 in Atlantic Canada involves much more than ploughing fields, tending animals, and taking in crops. It means managing debt, organizing to influence markets or defeat movements towards trade interference, and invoking science and technology to stay competitive. The success of farmers in doing all these things, and praying for right weather and good prices, dictates whether an important sector contributes to the overall regional economy. ●

The Waiting Game

Offshore exploration has cushioned the Nova Scotia economy especially in 1982, and has stimulated exceptional years in 1983 and 1984. Newfoundland has benefited to a lesser degree, and certainly not to the extent to offset disastrous years in other sectors, the fishery in particular. This pattern seems set to change now, with less attention on Nova Scotia, more on Newfoundland.

There are several reasons for this. For Nova Scotia, the end of Petroleum Incentives Payments (grants for frontier exploration) and the Western Accord have shifted attention back to western Canada. As well, confirmed commercial gas reserves off Nova Scotia have been disappointing, and make development marginal in view of soft world oil prices. Newfoundland will probably have less drilling activity for these reasons, as well, but the fact that the provincial governments signed the Atlantic Accord, and that Hibernia is a substantial oil reserve, are in their favour.

Indeed, Mobil filed its Environment Impact Statement for Hibernia in mid-1985. This is another big step forward towards development, and incorporates a fixed platform production system rather than one which floats. This is more expensive, but involves more jobs during

construction, and permits the company longer-term production. Two locations on the Avalon Peninsula have been identified as platform construction yards, and site preparation is proceeding.

The difference, perhaps, between Nova Scotia's gas and Newfoundland's oil can be summed up by two numbers estimated by the Canadian Petroleum Association. They say that Canada has reserves of conventional oil (excluding frontiers) to last less than 11 years in 1984, but almost 40 years supply of natural gas. This second figure excludes East Coast Reserves and does not take account of a situation of similar proportions in American gas reserves.

Electricity

It appears that a big phase of electrical projects has ended in Atlantic Canada. The late 1970s and early 1980s saw big nuclear works in New Brunswick, new thermal stations in Nova Scotia and New Brunswick, and new hydro stations in Newfoundland. Attention has now turned, it appears, to modernization of existing stations (from oil to coal, for example) or to experiments with new types of fuel such as liquefied coal or a coal-water substance called Carboquel.

Liquefied coal, in fact, is drawing more

and more attention as a pilot project to produce synthetic oil from Cape Breton coal advances. And a new boiler costing \$33 million at the Chatham generating plant in New Brunswick will test technology for the clean burning of high sulphur coal, or of Albert County's oil shales.

Costs Still High

Parts of Atlantic Canada still have the country's highest electricity costs, especially Prince Edward Island. The province draws most of its supplies from New Brunswick, and thinks it is paying too much for these supplies. A series of rather complex court cases and hearings has supported the Island's claims, but this rather acrimonious dispute is not yet resolved. Islanders did get a break in September 1985 when a federal-provincial agreement was signed to subsidize electricity prices. Residents and industries will see power bills go down by about 20%.

Energy developments in Atlantic Canada still retain a special sexiness, whether they involve offshore oil and gas or exports of electricity from New Brunswick to New England. They remain important to the regional economy, and there will be more attention placed on them in coming years. ●

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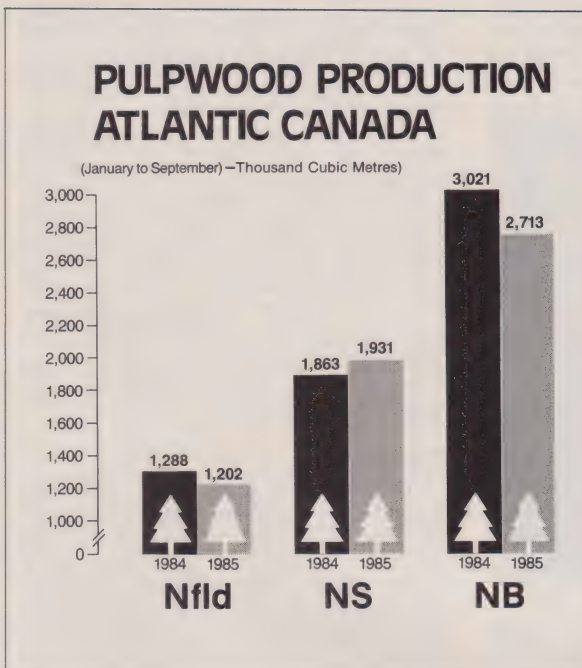
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Overcapacity and Trade Wars

Lumber production has changed rather drastically since the recession. Then, many smaller mills closed down never to reopen. Production has become concentrated in big, automated sawmills which are frequently integrated with pulp mills as suppliers of wood chips. As with pulp and paper sales, New Brunswick's lumber sales have been quite strong in the early part of 1985. This reflects buyer wariness in the U.S. that import quotas may become a reality, and also a good pace of housing starts on both sides of the border. Nova Scotia sales, however, have declined.

Pulpwood production over the first seven months of 1985 reflects underlying trends in the processing sector — it is up only marginally, or is down in the three main producing provinces. As mill inventories accumulate, the winter's activities in the woods will be reduced accordingly. This will be aggravated by reduced capacity in Newfoundland (as already noted) and in New Brunswick (either by shutdown, or forced by strike at one of the province's big mills which began in June). Industry gains in 1986 appear precarious.

The balance of the twentieth century will be an interesting time for Atlantic



forest products. This is the single most important industry in the region, contributing many thousands of jobs in three out of four provinces. It faces intense and

urgent challenges.

Firstly, world pulp and paper-making capacity is still expanding. Competition is becoming more intense as new producers (such as Brazil and South Korea) enter the fray. Established producers (such as Scandinavia) manipulate their exchange rates to increase sales to American markets, and exploit free trade arrangements in European markets.

Secondly, there are strident calls for quotas on Canadian lumber entering U.S. markets. Exports to these markets increased greatly during 1984 when the Canadian dollar was low. American sawmills were faced with closure, and drastic steps have been taken to pass laws in Congress to limit the Canadian imports. This is

probably the most serious attempt yet to restrict this trade.

Thirdly, there is still the looming problem of wood supply which will become intense by 2000. Insect infestation still affects millions of hectares, an uneven age pattern of trees means relatively fewer which are of harvestable size, and silvicultural management, by and large, has been sorely lacking. Given the length of time it takes for a tree to grow in the Atlantic region, shortages in tree supply may force mill closures.

Slowdown in the Second Half

Still, both pulp and paper and lumber sectors performed very creditably in 1984 and into the early part of 1985. Paper producers, indeed, tried implementing increases in newsprint prices several times in 1985, but all failed. By the end of the year, indeed, a price rollback was indicated. This is mainly because buyer inventories have been run up in anticipation of higher prices, and demand is subsequently much weaker. Little improvement is foreseen in 1986, and New Brunswick's mills will suffer especially.

One bright spot in New Brunswick, however, is the construction of a new coated paper mill on the Miramichi, which will be supplied with pulp from two existing mills nearby. More diversity in higher value paper products gives Nova Scotia's mills a better degree of insulation. One of Newfoundland's three newsprint mills is undertaking a timely modernization program, so reduced output was already expected.



MICHAEL SAUNDERS/MILLER SERVICES

THE OUTLOOK:

What of 1986?

The nature of business cycles is that they are quite long, and once a trend is established and gathers impetus, it takes some time to change direction. Market forces aside, a newish federal government seems bound and determined to wrestle a massive spending deficit to the ground. In Atlantic Canada, there is proportionately greater dependence on government spending. Heartbeats flutter that much more, therefore, when spending cuts loom.

Market forces are also being modified by other institutional threats, especially trade barriers which may affect lumber and fish exports to American markets. Atlantic exporters also rely relatively more than other parts of Canada on selling to Europeans, and there is already a formidable array of barriers and keen competition surrounding these markets.

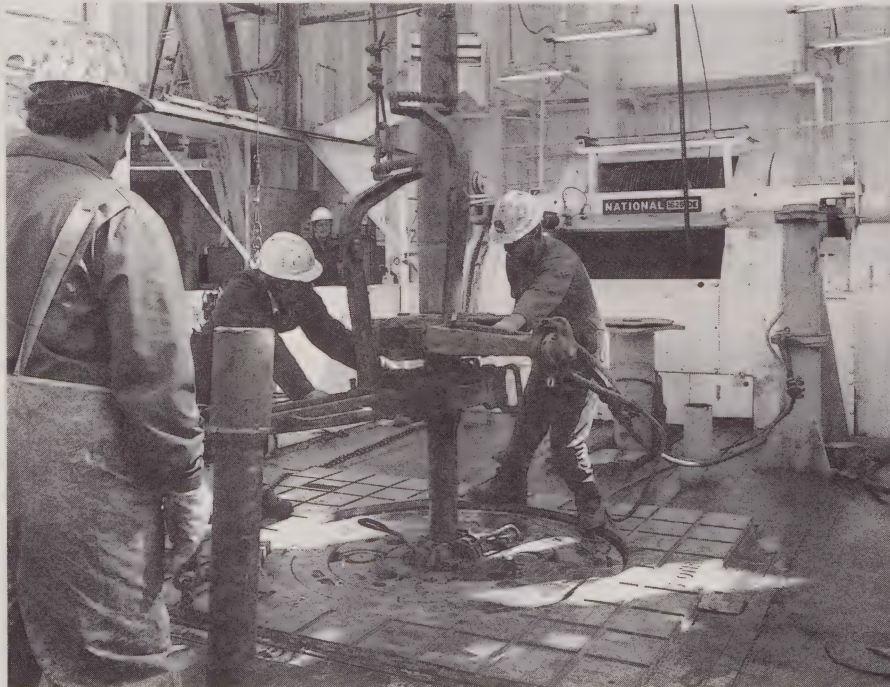
International and national economic performance will have their effects on regional economic activity. In the United States, the general slowdown in 1985 will probably extend into 1986, enhanced by passage in Congress of a substantial package of deficit-reduction measures. This initiative, indeed, may negate signs of a slight quickening of the pace towards the end of 1985. This quickening of the pace itself has rather surprised most forecasters, and may indicate that bottom has been reached. Whether 1986 will see an upturn is less certain. American growth in the order of 2.5% to 3.5% is likely.

In Canada, there were mixed signals

as 1985 ran down. There have been definite signs of a better pace of investment spending. This will especially benefit the western provinces and southern Ontario. If this is sustained, it would be sufficient to give the national economy a boost in 1986 over 1985. This would, however, require reasonably strong demand in the United States. The national economy may match its 1985 pace, but more probably will fall slightly short of this at about 3%.

The same reasoning applies also to New Brunswick and Nova Scotia, where a further deceleration is anticipated for 1986. Nova Scotia will grow by a rate of about 2%, New Brunswick by about 2.5%. Prince Edward Island, always marching to a different beat, will derive some benefit from a decent 1985 which will carry it into 1986, although final figures, as always, rely proportionately on summer weather and fish stocks. The province could advance by as much as 2.5%.

Newfoundland could either plod on its weary way in 1986 or could break into a trot. Much depends on the timing of development of Hibernia. Certainly, the medium-term outlook for Newfoundland (up to 1990 and 1995) is brighter than for several years, based on this one important project. As well, the fishery would be hard-pressed to do worse in 1986 than in the previous 2 or 3 years, — or have we heard that before? At worst, 1986 will bring a slightly better pace (about 2%), at best it could do much better than this. Keep your eyes on the price of oil. ●



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Chefs and fishmongers eye imported tuna at Tokyo's central fish market

Taking fish seriously

The Japanese do — very seriously. The question is: do we? If we did, couldn't we sell a lot more to the world's greatest and most sophisticated fish eaters?

by Suzanne Zwarun

Six days a week, the Tsukiji market in Tokyo murmurs into life just after dusk as the first trucks of fish begin arriving from as far away as Hokkaido, Japan's northernmost island. The trucks roll in all through the night, nosing their way over railroad tracks where more fish is being unloaded. On the waterfront, trawlers disgorge catches from around the world — Polish herring, Madagascar lobsters, Mauritanian octopus, Atlantic and Pacific tuna.

By 5 a.m. the wholesale market is in full voice. More than 70,000 buyers, mostly sushi chefs and retail fishmongers, prowl an area big as two baseball fields, squirming through the crowded aisles lit by strings of bare bulbs, dodging the motorized fork lifts buzzing by. At stalls that spill onto the streets, weatherbeaten men in rubber boots hose wooden troughs before pouring slippery tubs of writhing fish into the iced, salted water. Their cries of "Irashai" (welcome) and "Shin sen desu yo" (really fresh) mingle with the auctioneering chants going on in sheds

along the quay, where giant frozen tuna are laid out in endless rows. Before a bell brings bidders to attention for each new lot, wholesalers armed with gaffs and flashlights intently study the steaming carcasses, raising flaps of flesh in search of the deep, red grain and the gloss of oil that promises the most delicate texture and flavor. By noon, 2,651 tons of fish will have exchanged hands, and the deserted market falls silent for the day.

There's talk of moving the Tsukiji market to a new location in southern Tokyo because it was opened in 1935 to serve a population of 8.5 million and the city is edging toward 12 million. The all-night traffic congestion and the creaky, dingy buildings swollen past capacity worry authorities. But the central fish market, as it is commonly called, has been in the area since 1603 and traditionalists want their salmon and sardines, seaweed and sea urchins, abalone, bonito, clams, mackerel and fish eggs to remain where they are.

What has already changed, however, is where all the fish comes from. It's an

amount estimated at 900,000 tons a year.

A trading nation with scant resources beyond its fish-rich currents, Japan was once the largest exporter of fish products in the world. In the past 20 years, however, its insatiable demand for fish has outstripped its harvest and Japan has become the world's largest fish importer. Canada, meantime, has assumed the title of world's largest exporter and the fish mountains moved at Tsukiji and at government price-regulated wholesale markets in 46 other Japanese cities owe a good deal of their catch to Canadian waters, notably Atlantic Canadian waters.

The Canadian Embassy's Louis Boisvert, commercial counsellor in charge of fish sales, recognizes his own. He often joins the after work crowd snacking on capelin in a bar near his embassy in Tokyo. "If you asked, the restaurant would say without hesitation that the capelin come from Hokkaido," says Boisvert, with a smile. "In fact, the Japanese have almost totally exhausted their capelin resources. It's all from Newfoundland now — \$31.7 million worth in 1984."

Capelin is Canada's second most valuable fish export to Japan although it remains a distant runner-up to herring roe, worth almost half the \$233 million in fish products exported to Japan in 1984. Tuna worth \$742,000 arrived from St. Margaret's Bay, N.S., that year, while the rest of the imports, from east and west coasts, ranged through salmon, herring, smelt,

INTERNATIONAL

clams, crab, salmon roe, shrimp and prawns.

If the fish are familiar, Canadians might have trouble recognizing the meals they become. Squid, once regarded as bait on the East Coast, turns up in forms that vary from raw sushi to a shredded, smoked substitute for popcorn at the movies. The Canadian Embassy last year arranged to have a Newfoundland group tour a major Japanese squid processing factory. "They were really surprised at the number of products the Japanese turn out," says Boisvert. "And I've been seeing a new one lately — squid sandwich. Strips like beef jerky with cheese in between them."

Maritimers and Newfoundlanders aren't getting a piece of that action now that Canada's annual exports of more than 20,000 tons have fallen to nothing since ocean currents swept squid elsewhere. But eastern Canada, and especially the Gulf of St. Lawrence, commands the last supplies of sea urchins, a Japanese delicacy and the most expensive of sushi fish, and experimental shipments are being made from New Brunswick and Quebec. Atlantic fishermen would rather fish and sell cod because they get better prices, Boisvert says. But a fish-eating nation with half the population of the U.S. could be a highly lucrative market for Canada, which now sends only 15 per cent of its exports to Japan.

"The problem is they know much more about what we have than we do ourselves. In the past, I don't think we've done enough market studies. We've waited for the Japanese to come knocking on our door," says Boisvert. With cutbacks in Japanese joint-venture fishing contracts with foreign countries looming, he says "the Japanese are going to have no choice but to import more fish." Boisvert wants to see Canadians win a larger share of the market. To do that, he says, Canadians will have to better educate themselves in the ways of the Japanese. "It's kind of hard to prepare a product for market if you don't know how they eat it."

Washed with warm currents from the south and cold currents from the north, Japan's chain of four major islands is surrounded by an immense diversity of marine life. Archaeologists have excavated shell mounds all over the country that indicate an early dependence on the sea, an inclination cemented by the Buddhist prohibition against meat-eating in the 6th century. During the 1970s, the Japanese, newly enthralled by beef and pork, threatened to move beyond a fish-based diet but that proved a flash in the pan, and fish consumption is on the rise again, thanks to hearty promotion, the unceasing introduction of new products and an aging population inclined to revert to traditional foods. Fish now accounts for half the country's protein intake, a 140-pound per person consumption, compared to Canada's 13 pounds and Atlan-

tic Canada's 17 pounds. Their diet is the world's closest to ideal, a perfectly balanced caloric triangle of protein, carbohydrates and fats.

Japanese cuisine developed in the kitchens of Zen monasteries and courtly mansions and evolved from the same aesthetic sensibilities that made art of flower arranging and calligraphy. Food is meant to engage all the senses, particularly the eye. Cooks who dye tiny, curled ice fish with plum juice in the spring to mirror the cherry blossoms outside understandably weren't impressed when the first Canadian shipments of redfish arrived bleached of their all-important color.

Sushi and sashimi, fish raw and cooked is served in Tokyo's half a million restaurants. Much of it comes from Atlantic Canadian waters

But if the Japanese turn every plate into a tiny still life portrait, they've always been quick to borrow from the cuisines of the world. Canada clams can be dressed with a New Zealand kiwi fruit puree, rice vinegar, soy and dashi stock, which is made from giant kelp and dried bonito tuna flakes shaved from mahogany-colored blocks that smell of sea and sunshine. Smoked salmon, unknown until introduced by westerners, is processed now over cherrywood chips. And lobster has shed the almost superstitious distrust with which it was first greeted and acquired its own Japanese twist. One dish translates roughly as "white-haired lobster." Boiled, cooled, its meat shredded to make the white "hair," the lobster is arranged back in the shell so it resembles the snowy mane of an aged artist, a portrait then set on a contrasting bed of radish. Restaurant reviewers rave that the unusual texture of the shredded lobster adds to the flavor of the meat.


Tokyo, with half a million restaurants, has more dining out spots per capita than anywhere else in the world. The Japanese daily depend on restaurants to escape their tight little houses — even the emperor held his daughter's engagement party at a restaurant. They don't mix their media

— sushi and sukiyaki aren't offered under the same roof — which gives rise to a variety beyond Canadian comprehension. A hotel can house up to three dozen restaurants, any small office building will have a dozen.

Sushi and sashimi restaurants are the staples. Sushi, paper thin slices of raw fish wrapped around vinegared rice, and sashimi, unadorned bite-sized pieces of raw fish, are the test of a chef since there are no elaborate cooking processes or fancy sauces to hide their nakedness. Bright-eyed and shiny-scaled, fish is never "fishy" when served in Japan. Canadians convinced that raw fish is raw fish find instead an array of ten or 12 different fish per meal, running the gamut of colors from snowy white to ruby red with tastes as varied — the glossy, sweet cuttlefish for example, a sharp contrast to the hearty near-beefiness of tuna.

Raw or cooked, fish is served upon fish: tiny mussels swimming in a bonito-based dashi stock, crumbled salmon sprinkled with its own caviar in a wooden box, a fillet of brill rolled around sea urchin. Restaurants are so specialized one will serve dishes made only with sardines — raw, fried, boiled, baked, or ground and cooked as fish balls. Another will be devoted to the eel, many of which are raised on farms southwest of Tokyo. Canadian appetites curdled by their snake-like look are won over by a dish resembling baby back ribs, with a crunchy outside and a moist, delicate, boneless interior.

You can follow the complicated eel cooking process at street stalls where vendors haul them out, alive and writhing, for you to make your choice. In seeming contradiction to the Japanese rule of cooking fish to the barest flakiness, eel go through four cookings. The flesh is cut into strips, threaded onto bamboo sticks, lightly broiled over charcoal. They're splashed with boiling water on both sides, a blanching process to keep them flat while they are next steamed, dipped in sweet sake-soy sauce, and broiled a final time.

If that process proves to be street theatre for tourists, Canada put on a show of its own a couple of years ago. The Canadian Embassy arranged to have a swimming pool installed in a supermarket and, one morning, deposited in it a gargantuan tuna flown from the East Coast. Two Japanese wielding four-foot-long knives performed surgery on the beast before the goggle-eyed gaze of Japanese shoppers who had not before met a tuna in its entirety. By the end of the day, the carcass was picked clean by buyers. Ferrying tuna to Tokyo might once have been as redundant as taking coals to Newcastle, but no more. "If you have tuna, you can sell it here," says Louis Boisvert. The trick, for Canadian fishermen with an eye on export markets, is to find out what else can be transported from Atlantic waters to a nation eager to eat anything with fins. 

Earthquake! It happens here

There are more earthquakes on the East Coast than you think, and some of them are more powerful than you think. They raise questions about safety of installations like the Point Lepreau nuclear power plant and oil production platforms on the Grand Banks

by Gwen Martin

*Last Monday week just after four
They heard a rumbling noise,
But used to storms on that wild coast
It gave them no surprise;
When suddenly an earthquake shock
And then a tidal wave,
When six and twenty precious souls
Soon met a watery grave.*

from John Burke's Newfoundland ballad *The Grand Banks Earthquake of '29*

It is January 9, 1982, almost 9 a.m. Reverend Philip McAskill of Plaster Rock, N.B., faces his regular Saturday breakfast prayer group. He begins to read aloud about the coming of the Holy Ghost. "They were all gathered with one accord in one place. And suddenly there came a sound from heaven as of a rushing mighty wind, and it filled all the house where they were sitting . . ."

A tremendous rumbling interrupts his voice. After several shaky seconds, members observe that the Holy Ghost has not in fact settled in their midst, and continue their meeting. Only later do they learn that an earthquake has struck northern New Brunswick.

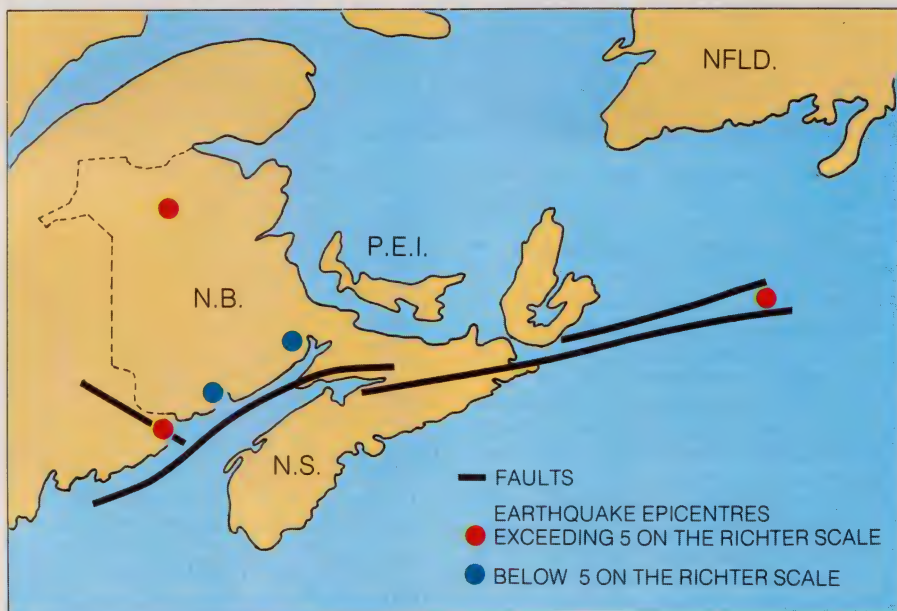
Fifty kilometres away in Caribou, Maine, Ken Becker is working in his music store. "I was at the counter," Becker recalls, "and the whole row of guitars on the wall began humming together. Then I felt the store shake."

New Brunswick's 1982 earthquake was, at 5.7 on the Richter scale, one of the largest recorded seismic events ever to hit Atlantic Canada. Remarkably, no one was hurt. High rise buildings swayed in Ottawa and New York, but in New Brunswick the actual damage — broken windows, fallen chimneys, fractured sidewalks — rattled residents less than the fact that tremors had hit an area considered to be seismically stable.

Ken Burke of the University of New Brunswick's geology department sits in his Fredericton office examining seismic charts from one of the 300 micro-quakes detected near Indian Lake in northern New Brunswick over a seven-week period this summer. He and other researchers have uncovered references to more than 100 Maritimes earthquakes since the first documented event in 1764. "Historic records show that earthquakes of suffi-

cient magnitude to cause damage have occurred here in the past," he says, "but so far they have been centred in remote places."

One such "remote" spot is the Grand Banks, where quakes frequently disturb the continental shelf about 300 kilometres south of Newfoundland. (They seem to be related to a long submarine "fault" — a linear weakness in the earth's crust.) Not all offshore tremors go unnoticed offshore. In 1929 a 7.2 magnitude earthquake created a five-metre high wave that devastated the Burin Peninsula, killing 27 people and destroying \$2 million in property.



Luckily, such waves, known as "tsunamis," are rare. But there are other dangers associated with offshore earthquakes. Since the late '60s, exploration rigs have criss-crossed the Grand Banks drilling for oil, their outlines resembling stylized sculptures of the icebergs they avoid. As if threats from "iceberg alley" were not enough, rigs also must worry about an earthquake-related phenomenon called "seaguakes."

"There are two potential scenarios," explains John Adams, research seismologist with the federal government's Earth Physics Branch. "In a seaquake, the earthquake's energy moves from the sea bottom into the water and creates shock waves. Under the right circumstances, these waves might collapse a semi-submersible

drilling rig." Adams' second concern: "When energy from a shaking sea bottom is transferred into a solid structure, say, an oil production platform, the structure can resonate in phase with the earthquake's periodicity, rock back and forth and shear apart."

Adams estimates that the chances of either scenario taking place are slight. Nonetheless, he would like to see seismometers on all offshore drilling platforms.

Meanwhile, Nova Scotia experts continue their assessment of another energy project: tidal power from the Bay of Fundy. Environmentalists fear that barriers required for the tidal power project would alter water depths and sediment-action patterns. These in turn might destabilize the Fundy-Cobequid Fault, which travels down the Bay of Fundy's seafloor.

Would the volumes of extra water and sediment overload the fault and trigger a major earthquake? Could the triggering cause a tsunami in the bay? Scientists simply don't know.

On a rocky promontory west of Saint John on the Bay of Fundy's north shore

lies the Point Lepreau nuclear power station. It is considered one of the most successful operations of its kind in the world. The New Brunswick Electric Power Commission completed the plant in mid-1982 amid assertions by a few geologists and engineers that the Lepreau area's seismic instability made it an unfit site for nuclear reactors.

NB Power's technical manager John Sommerville is a soft-spoken man who has been with the project since 1975. He feels the reactor's engineering specifications are adequate. "It is built to withstand a 6.3 magnitude earthquake centred 25 kilometres away."

From the nuclear station's roof, one can look 10 kilometres south to where the Fundy-Cobequid Fault lies beneath the



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GEOLOGY

bay. Movement along this fault has caused tremors near Saint John. And the Fundy-Cobequid Fault connects indirectly with the seismically active submarine fracture off Newfoundland. Yet off Point Lepreau, says NB Power, the fault is "inactive."

Fifty kilometres to the west, another fault (named Oak Bay) skims the shores of Passamaquoddy Bay. Records show that over 50 earthquakes have shaken the Passamaquoddy Bay area since 1870, the largest with an estimated magnitude of 5.1. NB Power reports describe the Oak Bay Fault, too, as "inactive." In 1984 the federal department of energy, mines and resources recommended substantial reassessment of the Lepreau area's seismic status, in the light of the 1982 and other New Brunswick earthquakes. NB Power plans no such reassessment.

Point Lepreau is a known seismic risk zone. Far less recognized as "at risk" are those Maritime communities built on "thixotropic" (water-logged) clays. When thixotropic clays are vibrated, they can suddenly liquify and flow, engulfing overlying houses, vegetation and roads. The clays appear throughout the Maritimes including along the Bay of Chaleur, the Digby-Yarmouth shore and at Red Head, N.B. "Red Head," says one geologist, "is the very last place I would want to be during an earthquake."

Atlantic Canada's nine seismic stations are situated in or near areas documented as being seismically active. But none can actually foretell a seismic event. Instead, they monitor an earthquake only after it has struck. The federal government will not install more sophisticated equipment, citing a lack of money and manpower.

There are alternate methods of earthquake prediction. James Berkland, geologist with Santa Clara County in California, gives an unusual suggestion. "Check the lost animal column. You'll find that just before an earthquake, the number of lost pets will rise dramatically."

Berkland also recommends keeping an eye on "earthquake windows," times when the sun, earth and moon are lined up in conjunction with the moon's closest approach to earth. The extra gravitation pull is "just like you gave old mother earth an extra load, and she slipped a disc." So far in 1985, nine out of nine world earthquakes (including the one in Mexico City) have occurred during earthquake windows.

When is the next window? "December 10 to 17 of this year, with full strength on the 11th and 12th," says Berkland, adding that it will be the strongest one he's ever seen. "I had to invent a new category — it's an A + +."

A major earthquake may not affect Atlantic Canada again for years. Or it could hit at any time. Either way, Atlantic Canadians will just have to watch their pets, check astronomical charts and hope for the best.



A new kind of seal industry

Eugene Lewis is taking tourists out to see the seals. This new form of sealing may shortly be as valuable as the defunct seal pelt trade

by Jim Cluett

A few short years ago, the very sight of tourists walking across the frozen ice on the Gulf of St. Lawrence during the controversial seal hunt was enough to spark fistfights and small riots. Back then tourists were considered "protesters and trouble-makers." Today they're welcomed with open arms.

When Europe banned the import of Canadian seal pelts, officials mourned the loss of a multi-million dollar industry and thousands of part-time jobs. Eugene Lewis of Fredericton, however, saw an opportunity to create a whole new industry, worth perhaps even more than the hunt.

His idea was simple. Instead of fighting a losing battle to revive the seal hunt (25,000 seal pups killed annually in the Gulf with a value of \$375,000), why not organize package tours and encourage people to come and see the already well-publicized animals in their natural habitat?

Lewis' idea has caught on so well that this year his company, Atlantic Marine Wildlife Tours Ltd., will bring more than 500 people from all over the world to Prince Edward Island for a five-day seal-sighting expedition. Participants will pay nearly \$1,000 apiece for the privilege.

"The Gulf seal herd is one of the most unique wildlife experiences in the world," says Lewis enthusiastically. "We in Atlantic Canada have been so close to the seal hunt and fishing that we don't realize it. But everyone else in the world believes it completely."

Interestingly, Eugene Lewis, the seal tourist entrepreneur, is actually Dr. Lewis, the chairman of the Electrical Engineering Department at the University of New Brunswick. It's in connection with this latter role that the seal enterprise started. Back in 1974 he was commissioned by a New York tour operator to establish a radio communications network based in the Magdalen Islands. The system was to provide reliable communications for an early attempt at seal tourism. But after several years the New York tour company folded and Lewis took up the challenge.

The business has already been written up in major European and American publications — like the *Washington Post* and the *New York Times* — and doesn't lack for publicity.

Last year Lewis took 122 nature lovers (from as far away as the Fiji Islands) out on the ice. Films taken during that first tour show a German lady petting a pure white baby harp seal. "The eyes," she says, "they look so helpless, so appealing. You can't help but love them. This trip has

brought me so close to nature... something eternal." A California woman just stepping out of the helicopter announces, "I hope the people of Prince Edward Island realize what an attraction they have here. It could really be a big business."

Eugene Lewis doesn't deny that. "I'm going to make a lot of money," he says casually. "I expect to bring at least 500 people to P.E.I. this March. The revenues will be close to \$500,000." He expects the business to grow to one to two million dollars a year — as much as the original seal hunt was worth.



"You can't help but love them"

Lewis, who sent out a quarter of a million brochures this year, isn't the only one seeing dollar signs. "One woman spent \$1,000 in the Confederation Centre gift shop last year," Lewis emphasizes. "If you checked the stores on the 1st of April here last year, you wouldn't have found one item left pertaining to seals or the Arctic. They cleaned out books, Eskimo sculpture, you name it."

Tourism officials in P.E.I. are now sold on the tours too. "I think his operation is great," says Lloyd McKenna, of the province's tourism branch. "He's taken something that was negative for Atlantic Canada and converted it into something that's a delight for photographers, environmentalists, and people who enjoy the outdoors. I think it's got a heck of a lot of potential for P.E.I. When you bring in several hundred people and keep them here for four days... just the room and meals have a ripple effect in the community."

But winning the confidence of officials like McKenna wasn't easy at first. Lewis had to convince the department of fisheries and oceans (which had stringent laws keeping non-hunters a half mile from any seal) to allow his helicopters on the ice. He wrote letters to provincial officials and met with members of parliament. Government's problem, he says, is that if they supported this it would weaken the rationale for re-opening the seal hunt.

Lewis didn't really want their help. He just didn't want their interference. "Why not take all the tourism facilities on P.E.I. which are unused in March and get them working?" he asked. But government officials at first closed their ears to the idea... except for one man. Tom McMillan, then federal minister of tourism, said he'd look at the proposal. But when Lewis didn't hear back within six months, he grew discouraged. "I canned the whole thing," he remembers. "I thought it was useless." But one day out of the blue he received a letter and soon met with DFO officials and provincial bureaucrats. "Federal fisheries agreed to make an exception to their rules for me," recalls the seal salesman. "They weren't exactly jumping for joy over the idea though."

Ironically, the very people who used to hunt seals are now jumping on the band wagon. Carino Ltd., the Newfoundland company that owns eight huge icebreaking vessels, once used in the hunt, is now working with Lewis. Their advertisements show the 165-foot *Polar Circle* ready for tourists. Lewis admits the company was at first squeamish about the idea, but he's sure that will be short-lived. "When I get done with them they're going to love me," he says with a smile.

Even the sealers' association in the Magdalen Islands, whose members once destroyed a helicopter chartered by protesters, has jumped on the bandwagon. Association members will now act as official guides for the tourists who venture nearly 80 km from land onto desolate ice fields to see the baby seals.

Via Rail is in on the action too. They've sent out a million brochures offering co-operative package tours that will take people to Prince Edward Island from Montreal to join Lewis' expeditions.

The university professor turned businessman isn't a bit surprised by the popularity of the tours. "It's simply the only place in the world where you can contact and touch wild animals. There is no other example." And Lewis should know. He's walked 200 miles up the Amazon with four Indians. He's hiked the Andes mountains, and been to the Galapagos Islands.

"The industry that I'm going to create in P.E.I. will put 2,000 people a year on the ice," he brags confidently. "It's going to be an industry worth as much as \$2.5 billion." When he told people this a few years ago, they laughed at him. Today, no one's laughing but Lewis. ☑

Salt cod: the food of empires

Once an item of barter for exotic goods in faraway lands, the humble cod adapts itself to unusual taste combinations

by Peter Gard
Today one thinks of salt cod as lowly fare, but ten centuries ago the Norse discovered dried cod to be a popular trade item as far afield as Russia and Sicily. Out of that discovery they founded a half-dozen kingdoms, settling the distant locations of Kiev, Sicily, Normandy and Greenland. Popular myth has the Vikings ceaselessly pillaging and

looting. They were quick on their feet, it's true, and no wonder. They had no need to stop and forage: they had on board their vessels a plentiful supply of dried cod.

Five hundred years after the Vikings, rumors that cod could be found in vast quantities to the east of the Azores set Basques, Bretons, Spanish, Portuguese and English on a heady dash and clash for

trade and empire. The English eventually won the battle but it took two hundred years of heavy fighting and, along the way, taught the English lessons which stood them in good stead in later struggles.

Salt cod, in its heyday as a commodity, was traded for slaves in Africa. It was exchanged for silk and fruit and wine in the Mediterranean. It bought lumber in the Baltic and rum and sugar in the Caribbean. It was light-weight, nourishing and effortlessly preserved. This in the days



before refrigeration was an important attribute. Everywhere it travelled it was welcomed as an indispensable, "meaty" addition to everyday fare.

The cod trade was not for the faint-hearted. Piracy, shipwreck, war and perpetual gluts and shortages created and erased cod-built fortunes with clockwork regularity. The first cargo to port fetched a healthy premium. The next might find no market at all. Masters of schooners carrying cod to Europe drove their men as hard as the masters of tea clippers. It was a complex trade. Every region had its preferences. Brazilian fish needed extra drying. The northern Italians, Greeks and Turks liked the soft, white, over-salted fish of Labrador. The southern Italians preferred hard, lightly-salted shore-dried fish (a specialty of Newfoundland). Badly-cured fish called "thirds" or "West Indian" was shipped to the Caribbean where it served to feed

the poor.

Most salt cod is now machine dried at plants, though occasionally one finds cod which is home-produced. This is most likely to be moist and heavily salted. Contrary to what one might think, the driest cod is likely to be the least salted. Few recipes for salt cod are complex. However, all demand that the main ingredient be treated with respect which means careful soaking and poaching. Boiling toughens cod. The Basques go one step further than most and remove the pan from the flame the moment the water has reached the simmering stage. This method produces cod with a creamy and delicate consistency, perfect for Brandade de Morue or any dish demanding the tenderest cod.

Salt Cod, Basque Style

1 lb. salt cod
4 mild red peppers
2 large onions
2 cloves of garlic
4 tomatoes
flour
olive oil
bread crumbs
parsley

Cut cod in 2-inch pieces. Soak cod for 24 hours in several changes of water. Place pieces in a pan of cold water and slowly bring water to a boil. Remove pan from the heat before actual boiling. Remove skin and bones. Coat pieces in flour and fry in olive oil until golden.

Place red peppers whole under a broiler, turning them as each side becomes charred. Skin and de-seed peppers and cut them into strips. Gently stew the chopped onions and minced garlic in olive oil until soft and golden. Add tomatoes and peppers and cook briefly until the tomatoes soften. Place cod in a casserole and cover with the vegetable mixture. Garnish with bread crumbs and parsley. Bake in a medium oven for 20 minutes.

Salt Cod and Peanut Stew

1½ lb. salt cod
2 onions
1 lb. or 1 can tomatoes
2 green peppers
1 lb. acorn squash
½ lb. unroasted peanuts
2 teaspoons curry powder
salt
lemon rind
parsley
olive oil

Soak and poach cod in the usual manner being careful to reserve the poaching liquid. Gently sauté minced onion in olive oil until tender. Add curry powder and stir until browned. Chop peppers, tomatoes and squash into one-inch cubes and add to onions. Add 4 cups of poaching liquid and bring to a boil. Add peanuts and simmer gently 1 hour until the peanuts are tender but not mushy. Add cod chunks 5 minutes before serving. Test for seasoning as the peanuts absorb salt. Garnish with lemon rind and

parsley. In West Africa this stew is served with cooked rice, a scoop of which is placed in the centre of each soup bowl.

Brandade de Morue

1 to 1½ lb. salt cod
1½ cup mashed potato
½ pint cream
¼ cup olive oil
1 clove garlic, crushed
juice of ½ lemon
salt
pepper

Soak and poach the cod in the usual manner. Puree the cod. Traditionally this is done with a mortar and pestle, but a food processor or meat grinder works well. If using an electric blender, flake the cod and warm it in the olive oil with the garlic before grinding it to a paste at a moderate speed. Slowly add potato, cream and remaining oil until the mixture has been whipped to the consistency of mashed potato. Add salt, pepper and lemon to taste. Serve warm with triangles of oven-toasted bread.

Salt Cod Chowder

1½ lb. salt cod
2 onions
1 clove garlic
3 tomatoes
3 potatoes
½ cup olive oil
½ cup white wine (optional)
bay leaf
salt, pepper
parsley

Soak cod in the usual manner and cut into 1½ inch pieces. Gently sauté minced onions and garlic in a soup pot until golden (about 15 minutes). Add chopped tomatoes and bay leaf and cook another 5 minutes. Place a layer of sliced potatoes over the tomato mixture, followed by a layer of salt cod. Add water and wine to just cover the potato. Boil rapidly for 25 minutes on a medium heat. Rapid boiling helps pull the starch out of the potato and thickens the sauce. The cod, safely above the water line, remains tender.

Salt Cod, Sicilian Style

2 lb. salt cod
2 onions
2 stalks celery
1 lb. tomatoes
1 lb. potatoes
10 olives
2 tbsps. capers
2 tbsps. pine nuts
4 tbsps. raisins
olive oil
salt
cayenne

Soak the cod in the usual manner and cut into large pieces. For this dish, the cod does not need to be poached. Sauté the chopped onions and celery until soft. Add chopped tomatoes and stew briefly. Add the cod, cubed potatoes, olives, capers, pine nuts, raisins and ½ cup water. Stew gently for 30 minutes, stirring occasionally. Season to taste with salt and cayenne. ☒



OLKS

The name Archie Neil in Cape Breton conjures up images of round and square dances and eerie country evenings. Although **Archie Neil Chisholm** has done many things, he's best known for his CBC radio program, *Archie Neil's Cape Breton*, broadcast from his own living room and featuring his relatives and friends. He played the Cape Breton violin and related ghost stories passed down through the years by older folks on the island. "I take these stories with a grain of salt myself, you know," says 78-year-old Chisholm, as he continues one ghostly dialogue after another. His first taste of finding novel ways to overcome problems began when he was just five years old. Unlike other children, he drove to school on a small mare because a bout with polio had left him crippled. To the daily delight of Chisholm's school mates and teachers, his little mare found her own way home after depositing her charge and his crutches at the school door. Taking up the fiddle was a natural thing for a boy from Margaree, especially one who couldn't run and jump with other children. Since the age of 14 when he mastered the unique Cape Breton style of fiddling, Chisholm has been delighting audiences at dances, weddings and concerts. But story-telling and fiddling are only two of his accomplishments. At 19, with crutches under his arms he began teaching school. Eight years later Chisholm attended teachers' college, graduated, and went on to become principal of the Margaree school. At 40, with his wife's help he



Chisholm: master story-teller, fiddler, humanitarian

studied for a bachelor of education degree, playing for dances at night to earn extra money. Since then he has served on the Canadian Consultative Commission on Multiculturalism, made documentary films, hosted 52 radio shows, raised four children, directed and acted in plays, and given time to the CNIB and CRCDC (the Canadian Rehabilitation Commission for the Disabled) encouraging those with and without handicaps to reach out for their dreams as he did. Today he's just as busy, teaching a course in the winter months, playing the violin and in the summer leading groups at Margaree Elderhostels.

Since no one had ever tried it, **Doug Shippee** and **Tony Rickett** of Saint John, N.B., decided to fly a balloon across the Northumberland Strait from Cape Tormentine, N.B., to Sea Cow's Point, P.E.I. Shippee and Rickett have been balloon enthusiasts for years. Shippee brought a balloon home from Florida about five years ago. The idea for the P.E.I. flight developed when he was taking the ferry over to the Island one day, balloon in tow. Says Shippee, "I got the idea that it would be fun to fly the thing from shore to shore." Plans soon grew to an international scale when three balloonists from Bangor, Maine, said they would like to join them in the skies, flying their own craft. Shippee says, "it was the beginning of intensive planning, that all started back in 1981. The Maritimes Weather Centre in Bedford, N.S. helped us out a lot, with studies on wind currents, wind conditions and other weather patterns. It's quite a long and involved process." That process led up to flight day, Sept. 7, 1985. Both crews cast off their lines and bad things started happening as Shippee and Rickett were airborne. "The wind didn't stay in the direction we had counted on, and we were headed for the Magdalen Islands," Shippee recalls. Eventually they



Balloonists Shippee and Rickett

found a wind current that was going in their direction, and they made for Sea Cow's Point. The Americans landed near the lighthouse, but Shippee and Rickett's landing was destined to be more spectacular. They had to depend on a boat that was following their course across the strait. "We had a choice," explains Shippee, "we could land in the water by the shore, but that was all shoals, and we wouldn't get the balloon back. So the boat came closer to shore. They moved it back and forth, and after a few tries, we finally set down, right on the rear deck." Asked if he could have chosen a safer sport, Shippee replies, "I've tried them all, scuba, skiing, even volleyball." But he believes ballooning offers much more as a sporting pastime, and says "there's tremendous excitement, especially when you take off. It's like taking off into another adventure."

Father and son Halifax runners **Keith and Mark Shupe** are truly a dynamic duo. They took on Gotham City this fall to make their debut as marathoners. For Shupe Sr. it was the realization of a dream to be one of the more than 18,000 runners who gathered at the foot of New York's Verrazano Bridge. "It was like a carnival," he says, "there were even circus tents at the beginning. People patted you on the back as you ran, offering pieces of orange and water. One kid was giving out pieces of Tootsie Roll." Keith Shupe has been running seriously for about three years, while son Mark, 23, was on the track team in junior high school and is closely involved with a local running group, the Zippers Club. He takes his running much more seriously and finished in the first 4,000 with a time of just over three-and-a-half hours; his father took over five hours, which was better than he expected. Shupe Jr. went to New York just "to be a part of it," not to run a serious race. He started out hoping "to run with the leaders, at least at the beginning," but got caught in the flood of runners and was never able to make it to the front. They both found the crowd "real friendly," the race itself "glamorous" and the whole event well worth the pain and weariness — including the 30-block walk back to their hotel.

The story of Margaret DiMaggio's life is unremarkable — up to a point. Born into a Boston Italian family, she grew up, met a member of a New Brunswick Indian tribe and moved away from her home. Now, after living on the St. Basile Indian reserve near Edmundston for 15 years, she, a non-Indian, is its chief. **Margaret Bernard**, mother of seven and grandmother of three won last year's election by one vote. There are no regulations in the Indian Act that say a chief must be Indian-born, nor is Bernard experiencing difficulties because she is a woman. She says "Indians are not as discriminatory on the issue of men and women as I thought they would be." She philoso-

phizes on her changing viewpoints. "Life is much slower-paced here. It's simpler and better for the children. You don't have to keep up with the Joneses." Regarding matters important to the Indian people such as the move by the Department of Indian Affairs to shift more responsibility to the reserves, she says "I feel Indians are much more educated than the government believes... it has to be careful, because chiefs already know what's best for the reserves." During her two-year term Bernard is facing the issue of the return of status for women who married non-Indians, and their children. "I get calls all the time from other parts of Canada and the U.S. on this," she says. When Bernard hosted a recent meeting of New Brunswick and Nova Scotia chiefs at the St. Basile Reserve she issued an invitation to her home for dinner — for a menu offering "ragatoni with meatballs and cheese," she says in a broad Boston accent, adding, "Italian food is a lot heavier than the Indians are used to, but quite a few of them really like the spicy sausage."

Folks in the tiny village of Little Sands, P.E.I. are hearing strange noises. The occurrences are so pronounced, even the National Research Council has joined the investigation. Residents of the town near the Wood Islands ferry landing say great booming sounds, that appear to come from underground, are shaking their windows and dishes. "It's a very powerful, deep noise," explains **Phil Stoshnof**, who's been hearing the sounds for several years. Local people insist it's not from sonic booms caused by aircraft. The sounds are heard as often as twice a day, but other times only once or twice a month, at no particular or repeatable time. The biggest one so far was heard during breakfast late last summer. "I was having coffee," says Stoshnof. "The dog was sleeping by the window. There was one huge boom that shook the whole house and rattled the windows. The dog levitated in the air and started barking. She kept at it for five minutes... I couldn't keep her quiet. That was scary." Most residents in Little Sands remember



Strange boom breaks Perkins' crockery

that morning well. "We were having breakfast with a full house," recalls **Nancy Perkins**, who runs a bed and breakfast business right on the shore. "All of a sudden the cups and saucers stopped in mid-air. The guests expected an explanation, but we didn't have one." No one's sure why, but the sounds are only heard in Little Sands. "It seems to be only within a five or six mile radius," says Stoshnof. "All our neighbors know about it, but if you go 10 miles down the road, the people say they don't know what we're talking about and smile as if we're all half crazy." Mat Smith, a researcher with the National Research Council spent a day in Little Sands speaking with the residents. He's searching all available literature on similar occurrences hoping to find a clue. ☐

A Nova Scotian fountain of youth

Throughout the 19th century, the mineral waters of Spa Springs brought health seekers from all over to Wilmot, N.S. The hotel burned down and the site grew over. Now the spring is being rediscovered

by Valerie Wilson

There's just a maple stand there now. Not a trace of the Spa Springs Hotel that used to draw the rich and the famous from Canada, Europe, the United States and elsewhere. One thing hasn't changed, though. Underneath the maples still gurgles the mineral water that has a reputation for miracle cures and that was known far and wide as the "fountain of youth."

It's at the base of the North Mountain on the short road between Wilmot and Middleton in Nova Scotia's Annapolis Valley. Any time now the maples will disappear and by spring there will in fact be something there: a plant to bottle the water and sell it commercially. Spa Springs may once again be known far and wide, after having gone into eclipse at the turn of the century when both the hotel and an earlier bottling plant burned down.

Discovered by Micmacs who used the mud from the bubbling water to cure skin wounds, the healing virtues of Spa Springs brought a tourist bonanza to the Wilmot area for more than half a century.

It started around 1820 when a European gentleman suggested to property owner Farefield Woodbury that the spring water had healing qualities similar to those of spas he had visited in Great Britain. After a number of local children with various ailments had received treatments with the water, word of Spa Springs spread like wildfire.

People came by stagecoach and later rail from New Brunswick and Halifax, or by boat from New England, landing either at Yarmouth or at Annapolis Royal, some 30 miles away.

In 1832 William Woodbury built the first Spa Springs Hotel, and guests from Halifax that year included Samuel Cunard, founder of the Cunard steamship lines, brewer Alexander Keith, and Joseph Howe.

The hotel changed hands several times through the decades, finally ending up with one Captain Jacob R. Hall who by 1888 had expanded the hotel to accommodate 200 guests at \$8-\$12 per week, with special rates for lengthy sojourns. The three-storey Victorian mansion was filled with curios brought back from Captain Hall's voyages to the East Indies and was surrounded with elaborate piazzas and stately pines.

Soaking in spring water or wearing healing mud packs, visitors sought to cure rheumatism, gout, scrofula, kidney problems, consumption and skin irritations. Lawn tennis, croquet and quoits kept guests entertained, and hotel tables were laden with fresh Valley fruits and vegetables prepared by a Maltese cook who had sailed with Captain Hall.

Early stories, some hearsay, some more substantial, of "miraculous" cures became as famous as the resort itself. Perhaps the most incredible one was that of an old soldier who was said to have restored the flesh to his cork leg by bathing in the famous spring water.

Fate was unkind to Captain Hall, and in May 1889, fully-booked with guests from New York, fire caused by a defective flue burned the uninsured hotel to the ground. Although Hall had been shipping barrels of spring water to Boston where it was bottled by an agent, he was discouraged by his loss and returned to sea, disappearing on a voyage to China.

Shortly after, the Wilmot Springs Company built a bottling factory about 300 feet from the spring, and operations began in February 1891, with 15 employees hired to bottle lemonade, club soda, ginger ale and aerated water. One of the owners was Robert L. Borden, who became Prime Minister of Canada from 1911 to 1920.

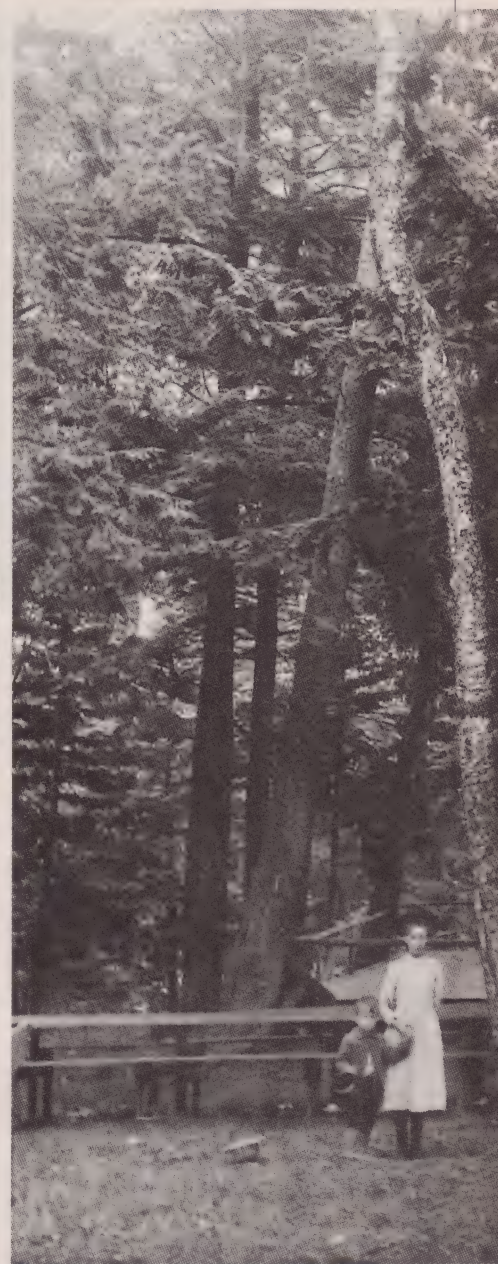
Marketed under the name Spadeau (from "Spa d'eau" — "spa" from the German for health resort and "d'eau" for

water), the product carried the head and shoulders of a Micmac chief as its trademark.

A second hotel built after bottling operations began also burned to the ground, and as if fate had not dealt all her unfortunate cards, the bottling factory was destroyed by fire in 1908. Bottling rights were leased to George Smith of Saint John, who relocated operations to a building opposite the Middleton railway station, planning to pipe spring water to the new plant. The scheme failed to materialize when Smith died prematurely and bottling plans ground to a halt.

Shortly before World War Two, the Spa Springs property was purchased under a county tax sale by A.J. Mitchell, who cleared the site of its pine trees. After lumber harvested from the area was used to build the Cornwallis naval base, Mitchell sold the land to Murray Elliott in 1943.

Elliott died in 1962, and his youngest





son John became the owner. John Elliott had left the area in 1942, not to return until his retirement in 1976. Although he was unwilling to shoulder the burden of costs to develop the historic site, he was approached by interested investors in 1981. Initially reluctant to sell, he later reconsidered.

Purchased by the Mineral Water Company of Canada in 1984, the land will soon be home to a \$5.8 million bottling factory, which should be fully operational by this spring. The company is a joint venture of West German, Nova Scotian, Swiss and Austrian investors.

Tests on water samples taken from the site in 1982 by Institute Fresenius of Weisbaden, West Germany, indicated a very high and varied mineral content. Analysis revealed various amounts of lithium, sodium, potassium, rubidium, cesium, ammonium, magnesium, calcium, strontium, barium, iron, fluoride, chloride, bromide, iodine,

nitrate, sulfate, silic and boric acid, and trace amounts of inert radon-222 gas.

The president of the new company, Halifax lawyer Peter Claman, says 42 million litres of carbonated and natural spring water will be bottled during peak production. Funding has been assisted by a \$1.5 million Department of Regional and Industrial Expansion repayable grant, and most of the bottled water will be exported to North American and international markets in one-litre glass and two-litre plastic containers. As of late fall, several prospective product names were being tested by an advertising agency.

News of a new bottling plant for Spa Springs has spread rapidly, bringing calls from historical societies across Canada. Former owner John Elliott is excited. "Spa Springs is back on the map," he says with a grin, "and I can't wait to see the factory go up across the street." He's also hoping the mineral water company will preserve Spa Springs' history by creating

Guests of the 1880s relax near the Bath House. (Inset) The Spa Springs Hotel prior to the fire of 1889

a replica of an early bath house, where old photographs and newspaper clippings can be displayed for visitors. Elliott himself is proud of his own memorabilia, which include pictures of the first Spa Springs Hotel and a few round-ended mineral water bottles.

Until sod is turned for the new factory, the Spa Springs water will continue to bubble under maple branches, waiting to fulfil a prediction made by the legendary Thomas Haliburton: "At some future date in more knowin' hands, the springs will come into vogue ag'in." Past owner Murray Elliott would probably have been more than pleased with the results of his bequest to his son John. At the age of 89, he wished, "I would be happy if I might live to see someone else recreate the Spa Springs of my youth with the miracles of modern convenience." ☒



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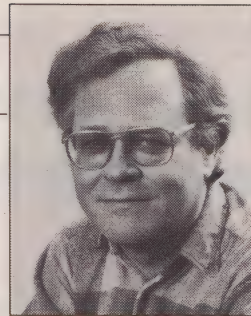
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The true dangers of our time

Most people don't think playing in an orchestra is hazardous work but the International Conference of Symphony and Opera Music has identified such afflictions as Fiddler's Neck, Flutist's Chin, Horn Player's Palsy, Cymbal Player's Shoulder, Harpist's Cramp, and Tuba Lips. Moreover, Dr. Ian Pullen of the Royal Edinburgh Hospital says in a letter to the British medical journal *Lancet* that one might add Clarinetist's Cheilitis, Guitar Player's Nipple and Groin, as well as Cellist's Scrotum. While an editor's note says, "That hoax about Cellist's Scrotum has given its perpetrators an immense pleasure over the years," the other conditions are no joke to the artists who endure them.

We live in dangerous times. For instance, it's only in this century that anyone has ever suffered from Bagger's Shoulder or Contact-Lens Hand. Dr. Bernard A. Yablin of Fairport, N.Y., recently defined Bagger's Shoulder as "the development of unilateral shoulder and scapular pain in adolescents who work as cashiers in supermarkets." Contact-Lens Hand is a rash on one's palm. It afflicts people who hold their contact lenses in one hand while using the other to clean them with a commercial preparation containing the chemical thimerosal.

Non-stop gambling afflicts untold thousands with a disorder of the bladder that doctors call cystitis and gamblers call Blackjack Bladder. Medical staff at casinos routinely stitch cuts on the hands of infuriated gamblers who've tried to punch out slot machines. Less violent players suffer from a painful affliction that doctors have identified as Slot-machine Elbow. It's like Tennis Elbow, and they treat it with anti-inflammatory drugs.

"Gamblers spend eight hours pulling on the machines," Dr. Donald Scheurer explains, "and you just can't do that without hurting yourself, especially if you pull with enthusiasm." Scheurer's very occupation suggests that, as reckless hobbies go, gambling ranks with jumping out of airplanes. For he runs full-scale medical clinics at two casinos in Atlantic City, and he may be the world's first doctor to practise solely in gambling joints. "I consider myself a specialist in casino medicine. I make pit calls, room calls, and bus calls."

"The casino says it is rare to have fewer than five cases of fainting a day," *The New York Times* reports. "Patrons often play for hours, avoiding a hatchback fee by keeping their coats on. Heat, anxiety and hypoglycemia soon take their

toll." Suffering from low blood sugar, stress and plain fatigue, they topple like felled trees, and their crazed buddies leave them where they lie. "Elderly people faint and their loved ones just push them aside and keep right on gambling," a nurse at the Atlantic City Hotel said. "People have heart attacks at the crap tables all the time and no one stops playing." This is supposed to be fun?

The stress of gambling frequently causes heart palpitations among older players, and at Bally's, where Scheurer runs one of his two clinics, at least one gambler a week has a heart attack. These unfortunates, like the victims of Black-jack Bladder and Slot-machine Elbow, knew too much of a bad thing. It is also possible to know too much of a good thing.

Running to keep fit is a good thing, but the *British Medical Journal* recently reported cases of a 36-year-old man with an embarrassing disorder that the journal defined as Jogger's Trots. This fellow had "a three-year history of frequent bowel motions since starting competitive running. During training (ten miles, five times weekly), and competitive marathons he had the urge to defecate every 30 minutes."

He not only had the urge, he satisfied it. "He had less frequent bowel motions during fell (moorland) running than road running," the journal explains. What it does not explain is how this obviously determined athlete got away with dropping what even dogs are forbidden to leave on British footpaths. Nor does the learned journal tell us what slower runners said while cleaning their Nikes and Adidas beyond the finish line. Straight-faced, the authors of the article simply conclude, "Jogger's Trots is a further example of the many hazards that face marathon runners. Although our patient's symptoms may be controlled with drugs, this seems contrary to the principle guidelines for the control of abuse of drugs in sports."

Surely surfers are among the fittest folks anywhere. Yet Dr. Patricia Bailey, a Californian of course, has warned other doctors to be on the look-out for Surfer's Rib. "A 17-year-old man presented left shoulder pain that he noted while surfing that day," she told readers of *Annals of Emergency Medicine*. "Specifically he felt a sharp pain while performing a so-called lay-back manoeuvre in which he crouched on the surfboard with his left arm extended behind him and his hand in the water. . . . The onset of pain coin-

cided with a sudden pull on his extended arm by the force of the wave while his hand was immersed." While it was his shoulder that hurt, he'd actually broken a rib.

Good break-dancers are fabulous athletes, but Dr. William G. Bithoney of Boston has identified Breaker's Back. "Such dancing is not for everyone," he says in *Pediatrics*. "It requires muscular strength and endurance as well as extraordinary flexibility and grace, and it combines elements of gymnastics, ballet, disco, and jazz dancing." It can hurt even a superbly conditioned youngster. "We recently saw a male adolescent who complained of lumbar back pain," Bithoney reports. "He had also noted a mass about the size of an orange on the centre of his back. . . . The mass was located over the spinous processes, became protuberant when the child flexed the trunk at the hips, and was without warmth, discoloration, hair, or discharge."

The kid was an ace at break-dancing, "known in his neighborhood for his proclivity to literally 'get down' on the sidewalks and subway platforms." Bithoney sorrowfully concluded that Breaker's Back, like Backpacker's Palsy and Space Invader's Wrist, was something we must now add "to the list of ailments peculiar to the times in which we live."

Space Invader's Wrist? I'm afraid so. If you play video games too long you may make your wrist stiff and sore. This condition is what doctors call a repetitive strain injury or RSI. RSIs, Dr. Christopher Browne writes in *The Medical Journal of Australia*, are "a spectrum of musculoskeletal disorders involving tendoperiosteal and musculotendinous junctions, muscle tissue, tendons and tendon sheaths, joint capsules and ligaments." So there you have it.

You may also have Beer Drinker's Finger, for all I know. "In heavy beer-drinkers," Dr. William P. Black of Toronto says in *Canadian Family Physician*, "the new screw-top beer bottles have resulted in several cases of callus formation on the palmar aspect on the thumb and index finger from persistent use." Black comments that, "Each new technological advance brings the risk of medical complications," and he's right. Only wisdom is changeless. After all, a good 2,500 years have passed since the Greek poet Theognis wrote, "Be not too zealous. Moderation is best in all things." He never knew how right he was. The retribution for lack of moderation is more fearsome than ever. ☒

A new fish is created

Marine biologist Brian Glebe has created a cross between Atlantic salmon and Arctic char. It may have big advantages for fish farmers over natural species. Will the consumer go for it?

by Harry Flemming

Sometime soon a 37-year-old New Brunswick marine biologist will sit down to a meal that no one in all of mankind's millions of years upon this planet has ever eaten. Unlike the primordial man who first cracked open and downed an oyster — an anonymous hero whom Dr. Samuel Johnson said was the bravest person who ever lived — Dr. Brian Glebe of Huntsman Marine Laboratory at St. Andrews has no qualms about his pioneering task. He knows — or is quite sure — how his unique repast will taste: delicious.

The reason why Glebe's meal will be a first-ever is that the fish he will eat is itself a first-ever, a hybrid cross between Atlantic salmon and Arctic char. Although others, notably the Norwegians, have experimented with salmon-char crosses, only Glebe, through some tricky genetic engineering, has succeeded in producing a species that appears to combine the best characteristics of both fish. In the process, Glebe's work could give a fillip to Atlantic Canada's burgeoning aquaculture industry, an industry that some experts say could account for most commercial fish within the next 50 years.

Glebe says it's too early to speculate on the commercial possibilities of his research. He hopes to have limited numbers of his creation for test-marketing early in 1987. But before plentiful supplies of the new product are ready for fish markets in 1989 or '90, brood stocks of salmon and char must be built up. Then there's the matter of a name for the new fish.

Two obvious hybrid names have been suggested for the hybrid species — "charman" and "salchar." Neither turns Glebe on. "I'm not sure I like either one," he says. "Charman is preferable but I'm not a marketing man. I'm not sure I'd buy a charman."

But this fish by whatever name promises to taste as sweet as any rose smells. Although most Atlantic Canadians outside of Labrador have never eaten fresh Arctic char, those who have sampled the frozen variety say it's much like the unexcelled Atlantic salmon. Indeed, says Glebe, "the Scandinavians like char better" and he himself "prefers char for its milder taste." So why not leave it just that way — let both the salmon and char eaters enjoy their fill separately through aquaculture? In a sense, Glebe and others are doing just that. They're raising both salmon and char in pens and cages along New Brunswick's Bay of Fundy coast. But

there are commercial advantages in developing the hybrid species.

It's a pricey process to bring an eight-inch salmon smolt to market size 18 months later. During their early stages, salmon smolt must be kept in fresh water at temperatures above 10°C, which means hatchery operators must heat the water during winter months. That costs money. The smolt of the Arctic char, on the other hand, have a greater tolerance for cold water and develop rapidly at 3°C. Salmon, however, is a better grower than char in sea water. Thus, cross-breeding will get the best of both parents.



Glebe's hybrid is soon ready to taste

That's the idea the Norwegians came up with. But, according to Glebe, the Norwegians found that the hybrid didn't thrive in salt water. Enter Glebe with his idea.

First, however, a little elementary biology. Salmon and char are both members of the family *Salmonidae* but salmon is of the genus *Salmo* while char is of the genus *Salvelinus*. This means they can breed with each other but their offspring


can't reproduce because of a chromosomal imbalance — salmon have 58 chromosomes, char 80. The comparison in the animal kingdom is to donkeys and horses. The union of a jackass and a mare produces a mule which has the stamina of a donkey and the size of a horse but is sterile.

With the less-than-satisfactory experience of the Norwegians in mind, Glebe engineered an extra chromosome set. First, he mixed eggs and milt together — for reasons he still can't explain, he achieved a better survival rate with salmon dams and char sires. After fertilization, he took the embryos from 8°C water and plunged them into 32°C water — just, he says, "like going from the Bay of Fundy into a sauna bath." This caused retention of an extra chromosome set, yielding offspring that were two-thirds salmon and one-third char.

The hybrids are thriving in salt water and, having no sex organs to burn up body energy, are growing faster than either salmon or char and converting commercial feed more efficiently.

To obtain char brood stock Glebe made many trips to northern Labrador, most recently last fall. He hopes such trips will no longer be necessary. His own char stock is multiplying and, besides, he's found a wild local source. New Brunswick char? Glebe explains that as a relic of the last ice age, New Brunswick has a few lakes with landlocked char. Considering the rapaciousness of some fishermen, Glebe is understandably loath to say from which lake he's obtained char, but he does note that "access to it is very limited." So far, the New Brunswick eggs "are going as well as Labrador eggs in fresh water," but "it remains to be seen" how well they'll do in salt water.

A native of Kitchener, Ont., Glebe's affair with salmon began during his research leading to a doctorate from McGill University. He came to New Brunswick in 1977 with a post-doctoral fellowship to do genetic research at the Federal Biological Research Station at St. Andrews. The following year he became the fish culturist and senior researcher at the North American Salmon Centre in nearby Chamcook. Since then, at Huntsman Marine Laboratory and through advisory and research appointments in New Brunswick and Newfoundland, he's remained in the forefront of aquaculture developments.

Glebe still has several Rubicons to cross before his creation becomes as popular as salmon and as plentiful as cod. But the best proof of the product will come in the eating and that will come very soon. Naturally, Glebe's own assessment of its gastronomic qualities will have to be taken with a grain of salt. The rest of us, alas, will have to wait awhile for our first taste. In the meantime, we could all try to come up with a name for the new fish. Would the marketing lads go for "Glebe"? 

CALENDAR

NOVA SCOTIA

Jan. 1 — 7th annual Sewer Bowl, an off-beat football game held after a street parade with fun and frivolity between the Plungers and the Flushers, Mahone Bay

Jan. 6-25 — Image:Double:Shadow, work by Lise Béjin and Raymonde April, curated by Stephen Horne, Gallery I, Anna Leonowens Gallery, Halifax, Nova Scotia College of Art and Design, Halifax

Jan. 7-25 — The Continuing Thread, an exhibition of four artists who examine the relationship between textiles and their use within fine art tradition, Ruth Sheuing, Leslie Sampson, Barbara Luxton and Vita Plume, Eye Level Gallery, Halifax

Jan. 9-Feb. 9 — Montreal Painters Exhibition organized by Memorial University Art Gallery at Acadia University Art Gallery, Wolfville

Jan. 22-25 — 6th Annual Winter Antiques Showsale, Halifax Shopping Centre

Jan. 24-25 — 8th Annual N.S. Invitational Smelt Fishing Tournament, homemade meal provided, Conquerall Bank

NEW BRUNSWICK

Jan 8-Feb. 2 — History of Fashion from 1947-1980, an exhibition of 125 photographs of fashion from the great French couturiers, sponsored by the French Ministry of Cultural Affairs, National Exhibition Centre, Fredericton.

Jan. 27 — Touch of Brass, a Canadian quintet which entertains with a mixture of classical and 'big band' music, Woodstock Arts Council at the Woodstock High School Theatre

Jan. 27 — Art from Zaire, an exhibition of ceremonial masks and statuary from Zaire; a recent donation from Vivian and David M. Campbell of Toronto, The New Brunswick Museum, Saint John

PRINCE EDWARD ISLAND

Jan. 7-Feb. 3 — The Garden, cast paper panels by Nigel Roe. Group show by the gallery artists, Great George St. Gallery, Charlottetown

Jan. 8 — Naval Service to commemorate the 75th Anniversary of the Royal Canadian Navy, Eptek National Exhibition Centre, Summerside

Jan 25 — Robbie Burns Night, an evening of traditional Scottish entertainment, Confederation Centre, Charlottetown

NEWFOUNDLAND

Jan. 9-11 — *A Midsummer Night's Dream*, a production of Rising Tide Theatre, the Arts and Culture Centre, St. John's

Jan. 15 — Famous People Players, Gander Arts and Culture Centre, Gander

Jan. 22-25 — *Same Time, Next Year*, a Theatre Newfoundland and Labrador production, Arts and Culture Centre, Corner Brook

The Cape Breton Quiz

1. Cape Breton has a University and a Community College?

T ☐ F ☐

True. Since 1981 the University College of Cape Breton has been able to offer university degrees in the Arts and Sciences and two year diplomas in Business Technology & Engineering Technology.

2. A "Caper" is a breed of Cape Breton Pheasant?

T ☐ F ☐

False. Caper is the affectionate name for someone who hails from Cape Breton. It is also the name of all of UCCB's athletic teams.

3. Nova Scotia's largest annual community theatre festival is held in Cape Breton?

T ☐ F ☐

True. This February the UCCB Playhouse will be presenting its Fifteenth Annual Festival of Plays, showcasing some 20 university and community-based productions over a two-month period.

4. UCCB offers a Bachelor Degree in Stepdancing?

T ☐ F ☐

False. While a lot of Cape Breton bachelors do like to step-dance, UCCB only offers credit-free courses in this particular folk art. We do however, offer a B.A., a B.A. (Community Studies) a B.B.A., and the first two years of a B.Sc. degree as well as the first two years in a Computer Science Degree and Professional Engineering.

5. "CADCAM" is Gaelic for Engineering Technology?

T ☐ F ☐

False. "CADCAM" is an English acronym for Computer Assisted Design and Computer Assisted Manufacturing. UCCB offers the most up-to-date training in CADCAM Technology in several of its Engineering Technology programs.

6. Cape Bretoners are the most hospitable people in the Maritimes?

T ☐ F ☐

True. We think so, anyway . . . and so UCCB offers among its many Business Technology programs, a program in Hospitality Administration.

7. Cape Breton's only Art Gallery built to national standards is located in a mine shaft?

T ☐ F ☐

False. This gallery is actually located above ground on the - you guessed it, - UCCB Campus. A dozen local, national and even international shows are presented here each year.

8. The Beaton Institute is known as the Archives of Cape Breton?

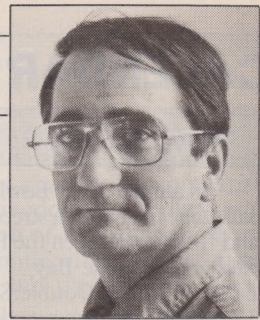
T ☐ F ☐

True. The Beaton Institute of the University College of Cape Breton is a repository of Cape Breton's largest collection of rare books, manuscripts, artifacts, photographs, video tapes and audio tapes dealing with the history and culture of Cape Breton Island.

And, now perhaps you would like to quiz us?

If you have any questions (easy or hard!) about UCCB contact: Registrar, University College of Cape Breton Sydney, N.S. B1P 6L2 or phone [902] 539-5300.





Paranoia, xenophobia and fog: Newfoundland as a spy paradise

Just after Halloween, appropriately, a pair of "Cissys" were in town. They asked selected local journalists out to lunch. Why didn't they ask me?

Since they did not, Canada's new Civilian Intelligence Service, the CIS, is off to a poor start here. They should have first beaten a path straight to my door — like the CIA and the MI5 before them. It is not for nothing that I am known in better spy circles as "Der Smalischer Dicke" as in "a little dicky bird told me."

Of course, my many "friends" in the KGB know me by other less complimentary names. But what all these spooks have in common is the knowledge that if anyone has a firm grasp of local clandestine affairs it is "G." All, it seems, except the CIS.

To be fair, these two bellwethers of the CIS (I won't reveal their true identities here) must have been new to the job. My informants tell me that one of them wore black kid gloves throughout luncheon and that the other, posing as a local, refused to check his 200-pound halibut at the restaurant door. Not good enough, CIS.

Yes, I am a little miffed by this snub. Unless, by the end of this month, I am met outside "Mammy Gosses" hootch dispensary on Gower Street by a six-foot blonde wearing a yellow rose who can recite "Mrs. Pudgywudgy's got a square-cut punt . . ." in its entirety (and in a flawless Bonavista North accent) then I shall be forced to take steps.

Steps guaranteed to shove pacemakers into overdrive inside those dark, forbidding Kremlin walls when it is learned that "G," the Scourge of the Eastern Bloc, is thinking of turning his coat.

It is not only this personal oversight by the CIS which has ruffled the feathers of "Der Smalischer Dicke." It goes deeper. That any place other than Newfoundland should have been considered as HQ for Canada's new nest of spymasters is a national disgrace.

Ottawa? Don't make me barf down my trench coat. Montreal? Toronto? Keep me away from my Walther PPK.

No, only Newfoundland has got what it takes to be the spy centre of Canada . . . plenty of fog, loads of paranoia, an abundance of xenophobia and more dark suspicions than James Bond has had hot dinners. Just ask Brian Peckford . . . if that is, indeed, his real name.

Here on the "Fortress Isle" we've been practicing intrigue and cultivating our suspicions for centuries. No keener sense of "us versus them" is known to medical science. If someone sneezes in a

foreign accent in Corner Brook, curtains twitch in front windows all the way to St. John's.

You wouldn't get the scandalous enemy infiltration for which Canada is notorious if the CIS set up shop here. That's because we get only three kinds of strangers: (1) those who are just passing through; (2) those who've been up to no good where they came from; (3) those who've come here to get up to no good.

Your KGB chappie wouldn't stand a snowball's chance. "Byes, iss it beink true zat pickled herring quotas here in glorious Newfie peoples' village of Bung Hole Tickle are down from '84?" would get the poor shmuck a filleting knife in the brisket. They'd take him for a UIC snooper.

Sneeze in a foreign accent in Corner Brook and curtains twitch all the way to St. John's

Newfoundland is impossible to infiltrate because everyone here is related to someone who knows someone else's Great-aunt Gert's second husband's third cousin on his mother's side second miscarriage.

Our precious God-given paranoia is well-served by our political leaders. In his latter years of power, Mr. Smallwood raved about sinister forces who were snooping and spreading false witness about him. He had his office swept for bugs.

Of course, Joey's real problem was that he hadn't been to a Bingo game or a tavern in years; it wasn't espionage but public opinion that was undermining him.

In late years, Premier Peckford had an eight-foot chain-link fence thrown up around his residence and a 24-hour guard installed. Cruel tongues said this wasn't so much to keep someone out as it was to keep Mrs. Peckford in . . . unsuccessfully, as it turned out.

But this strong streak of suspicion, this conviction that "they" are out to get

"us," is what endears our leaders to us — which, in turn, proves that we have the makings of damn fine spymasters.

We have faith in our politicians, we trust them, we look up to them. Our proudest boast is that there was never the Mafia chieftain yet born of woman who can out-scoundrel a Newfoundland Cabinet Minister. So, unlike Nancy Reagan, we do not sleep with tiny little guns under our pillows.

Added to all this (CIS take note) we already have "moles" in place all over the world. Well, to be more precise, only three so far in China — Tom, Dick and Gerrard of the "Little Hearts Ease Hand Laundry," Peking, but this is early days. On the other hand, Mrs. Gorbachev's hairdresser was weaned on fish and brewis . . . and it shows.

There are tens of thousands of "former" Newfoundlanders scattered about the globe, cocked and primed, ready to dish out the exploding cigars, poison-tipped umbrellas and gelignite whoopie cushions as soon as the secret code is flashed from a powerful transmitter located somewhere deep in the heart of the Annieopsquotch Mountains.

Here we have crushing proof that CIS headquarters should be in Newfoundland and nowhere else. On the one hand, not even a Cape Bretoner can get in here without detection; on the other, we can go anywhere and blend in with the scenery . . . as our man on station for the past 36 years in the Hindu Kush can well verify.

Spy-wise, Newfoundland is unexcelled because we get few if any immigrants. The handful who do apply are subjected to a 60-day psychiatric examination and, unless found to be slightly nuts, are immediately deported as potential enemy agents. Even then, they're still under suspicion if not discovered crawling on hands and knees towards the plane for St. Pete's Beach, Fla., in the middle of March.

So, as noted above, the CIS had better have that six-foot blonde with the yellow rose in front of "Mammy Gosses" by the end of this month. "Der Smalischer Dicke" is ready to dicker. Otherwise . . . ?

Otherwise I fear for the security of Canada. Surrounded as she is by enemies without and within, the formation of a proper Civilian Intelligence Service, i.e., a Newfie one, is of the utmost importance.

Otherwise, as Tonto said to the Lone Ranger when they were trapped and encircled by 12,426 howling, blood-thirsty Sioux: "Speak for yourself, White Man." ☒



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Player's

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